

# LIFE



IRIS MANN AND  
DAVID COLE  
"THE INNOCENTS"

APRIL 3, 1950 **20** CENTS  
YEARLY SUBSCRIPTION \$6.00

CANADA, \$6.50



QUALITY  
CRAFTSMANSHIP  
STYLE

FORSTMANN

100% VIRGIN WOOL

Look for this label... it identifies  
the finest woolens in the world

FORSTMANN WOOLEN COMPANY  
PASSAIC, N.J.

# NEW B.F. Goodrich

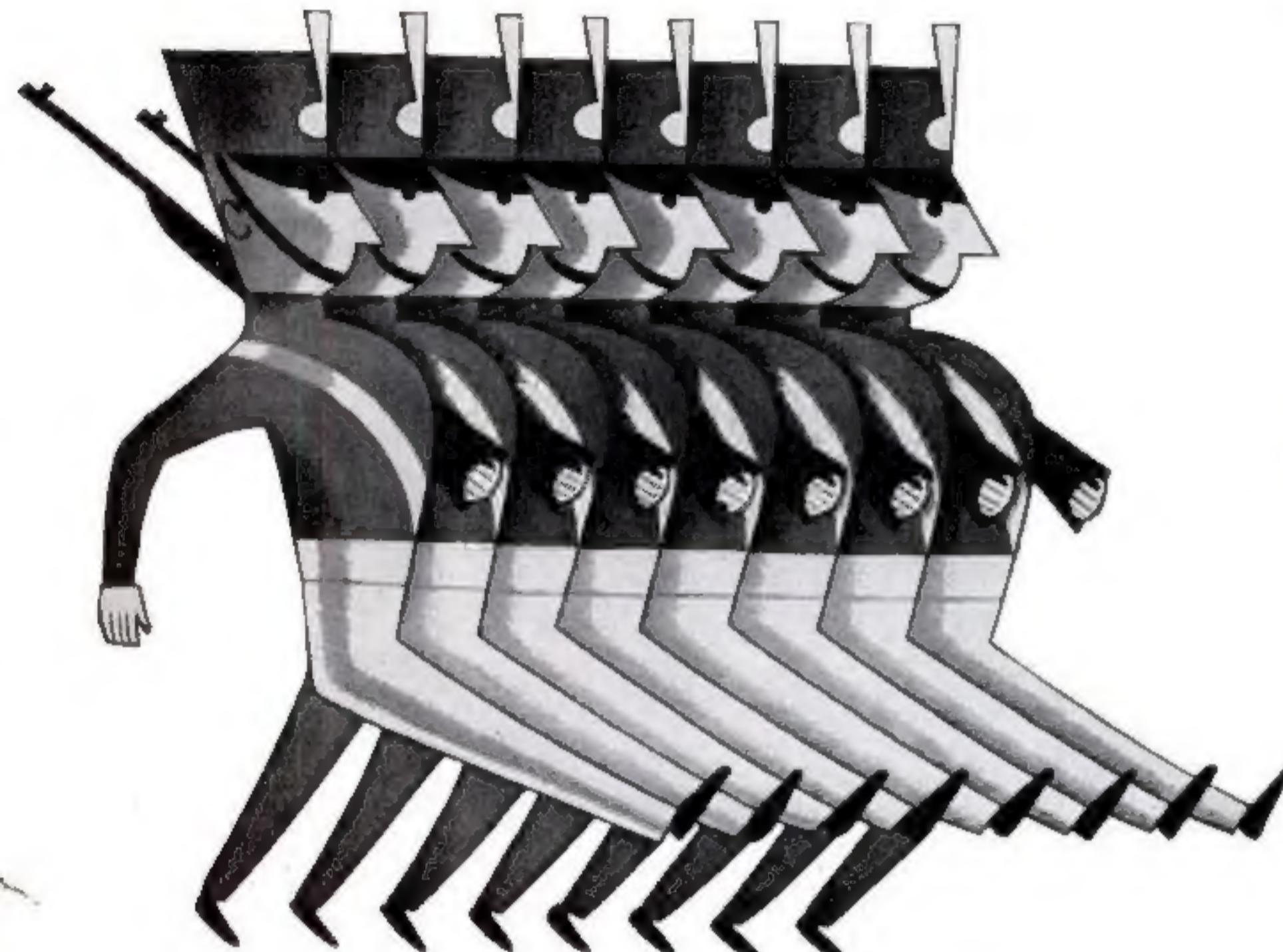
## "RYTHM RIDE"

GIVES YOU MORE COMFORT



LONGER MILEAGE

GREATER SAFETY



1 Like the awkward squad above, most tire cords work *out of rhythm*. They're loosely tied by cross threads that carry no load, and interfere with cord action. The shackled cords bunch or gap, strain too hard or loaf.

2 There are NO CROSS THREADS in B.F. Goodrich tire cords. BFG cords work *in rhythm* like marchers at left. They carry impact from one to another. All flex together to resist road shock for more blow-out protection . . . cushion bumps for more comfort . . . share wear for more mileage . . . give you "Rhythm Ride"!

IF YOU CAN TELL WHICH MARCHERS ARE BEST, YOU CAN TELL WHICH TIRE IS BEST!



3 With old-type cords (left), weak spots invite trouble, overstrained cords wear out too soon, uneven action makes for an uneven ride.



4 Photo (left) shows how BFG "rhythmic-flexing cords" are sealed in rubber with no cross threads, perfectly spaced, under uniform tension. No slackers. No overstrained cords. Every cord shares the load equally.

5 See the big difference in tires at your B.F. Goodrich dealer's—right inside the tire. B.F. Goodrich alone has the equipment and skills to give you "rhythmic-flexing cords" in every tire for every purpose! Buy now! Small down-payment. Convenient terms. The B.F. Goodrich Company, Akron, Ohio.

This One



2X3B-OBR-LRUC

# Are you reducing tooth decay with Amm-i-dent\* ammoniated Tooth Paste?



**\*YOU SHOULD**, because . . . (1) sworn dental records show Amm-i-dent helped prevent cavities with 4 out of 5 users; (2) the Amm-i-dent formula can show published proof that it actually *reduced tooth decay*; (3) more dentists recommend Amm-i-dent than any other dentifrice.

\*Trade Mark

Amm-i-dent is available in Tooth Paste or Tooth Powder form

## LETTERS TO THE EDITORS

LEOPARD HUNT



1901 LEOPARD KILL

Sirs:

The "Great Leopard Hunt" (LIFE, Mar. 13) in Oklahoma was small potatoes. The greatest leopard hunt was at Evansville, Wis. in 1901.

One Sunday night in early spring, as "Popcorn" George Hall was loading his circus for the road, a leopard escaped from his cage. A posse was rapidly formed, armed with everything from hatchets to bear rifles.

The leopard left a bloody trail. The first night out he slaughtered an entire flock of sheep on Maggie Meely's farm. The next night he killed and partially devoured a prize bull on the Hess farm.

The third day out the posse caught up with the animal in a clump of oak trees. He sprang at old man Hess, who was armed only with a hand ax. The leopard bit clear through Hess's shoulder. Then he jumped on Walt Tullar and crushed Walt's forearm. As the animal leaped away the posse let him have it. They strung him from a telegraph pole in Evansville, and "Pop" Hall gave the skin to my father, the town banker.

PAUL PIKE PULLEN  
Chicago, Ill.

Sirs:

The leopard hunt story is an outstanding example of irony and gentle ridicule of the way we Americans react to our "crises."

FRANCES BRUTON  
Racine, Wis.

Sirs:

. . . the finest piece of soul-searing satire since Voltaire.

TONY LENNON  
Beverly Hills, Calif.

Sirs:

We would appreciate your telling us the name of the manufacturer who produces the leopard polo shirt.

MEL BERNSTEIN  
Paterson Knitting Mills  
Paterson, N.J.

• Allison Manufacturing Co., N.Y.  
—FD.

Sirs:

I should have sent my son to Oklahoma City to catch that leopard. The photo depicts him, age 3, holding a live

CONTINUED ON PAGE 4

## IN SHAVING which are you?

Radical

Conservative



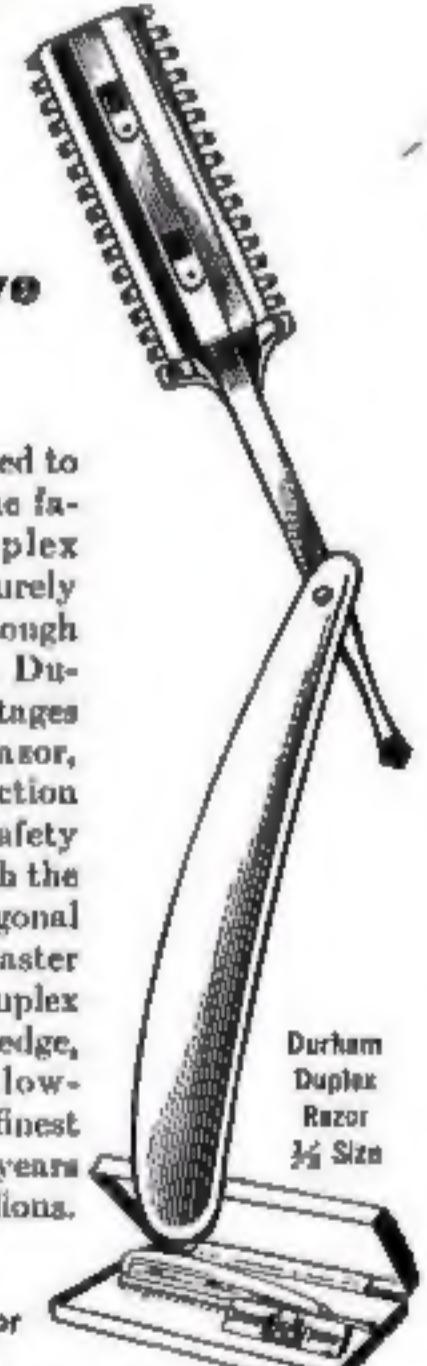
Radical



Here is the first really radical change in safety razor design in 40 years—the Enders Speed Shaver. It's lightning fast, feather light, for speed with real shaving comfort. Shaves without pressure, with finger-tip control. Easily reaches the hard-to-get-at spots around chin, ears, nose. Enders is the *only genuine one piece* razor—simplest of all. Just click the keen Enders Blade in or out instantly like magic. Nothing to twist or unscrew. Can't clog. Easiest to clean. Never before so many convenience, speed and comfort features packed into one razor. Enders is radically different—the last word in modern shaving.

### Introductory Offer

Enders Speed Shaver  
with 5 blades—49¢  
If your drugstore doesn't  
have it, order direct.



Conservative



To men who don't need to shave split seconds, the famous Durham Duplex offers luxurious, leisurely shaving. For extra tough beards, the Durham Duplex has all the advantages of the finest straight razor, plus complete protection—because of the safety guard. You shave with the same efficient diagonal stroke as used by master barbers. Durham Duplex Blades are double-edge, double-thick, hollow-ground—the world's finest since 1908. After 40 years it is still tops with millions.

### Special Offer

Durham Duplex Razor  
with 5 blades—69¢  
If your drugstore doesn't have it, order direct.

BLADES ON SALE AT ALL GOOD DRUG STORES

Send no money to try either razor.

Offer good in U. S. only.

DURHAM-ENDERS RAZOR CORP., Mystic, Conn.

Please ship and bill me for:  
..... Enders Speed Shaver(s) @ 49¢ ea.  
..... Durham Duplex Razor(s) @ 69¢ ea.

Print Name .....  
Address .....

Dream house, Dream pattern... with these



New SPRING GARDEN

Happy young home planner!

And so very, very wise... for the pattern  
of her choice is by Holmes & Edwards,  
the silverplate that's Sterling Inlaid!

YOUTH

 Two blocks of sterling silver are  
inlaid at the backs of bowls and  
handles of most-used spoons and forks to  
keep Holmes & Edwards lovelier longer.

LOVELY LADY

And why take years buying silverware by  
"place settings," when tonight you can serve  
a dinner for 8 with Holmes & Edwards  
for only \$49.95, and no Excise Tax!

DANISH PRINCESS®

**HOLMES & EDWARDS**  
**STERLING INLAID®**  
**SILVERPLATE**



\*ALL PATTERNS MADE IN U. S. A.

# Salon Luxury in a Home Shampoo



It's the real egg\* that makes the magic in this luxury shampoo . . . the very same smooth liquid creme used in the famous Richard Hudnut Fifth Avenue Salon to make hair more manageable, tangle-free, easier to do, and permanents "take" better. Whisks in and out like a dream, removes loose dandruff, leaves hair extra lustrous because it's clean, clean, clean! Try this gentler, kinder, luxury shampoo today. Wonderfully good for children's hair, too! \$1.00; economy size \$1.75

From the Fifth Avenue Salon

**Richard Hudnut**  
ENRICHED CREME  
Shampoo  
with egg



It's the real egg in Hudnut Shampoo that makes hair more manageable. Home permanents "take" better

\*powdered, 1%

Listen to Walter Winchell, ABC Network Sunday Nights

## LETTERS TO THE EDITORS

CONTINUED

leopard by the tail. It was taken at the zoo in Colombo, Ceylon in 1941.

DUNBAR W. SMITH, M.D.  
Loma Linda, Calif.



### CHAMBER MUSIC

Sirs:

LIFE pulled a boner when it described Gerald Warburg ("LIFE Goes to a Chamber Music Concert," LIFE, Mar. 13) as an "amateur of professional excellence." What amateur has ever appeared as paid soloist with such orchestras as the New York Philharmonic Symphony, the Buffalo Philharmonic and the Boston "Pops" Orchestra? Mr. Warburg is a well-known concert cellist and the founder of the Stradivarius Society, which has just completed a series of concerts at the Metropolitan Museum of Art. He has played all over the country.

Incidentally, LIFE should know that Schubert wrote no music for cello, piano and clarinet. He was given credit for such a trio under the photograph of Warburg, Horzowski and Kell.

HERBERT BARRETT  
New York, N.Y.



PROFESSIONAL WARBURG

• LIFE apologizes to Mr. Warburg, who certainly is a professional. The trio was actually playing Beethoven's Clarinet Trio, Opus 11.—ED.

### MR. CLEVELAND

Sirs:

I am certain that young "Mr. Cleveland" (LIFE, Mar. 13) would be fine reading for people who are not even in the newspaper business. For people in the newspaper business, it should be "must" reading. I am delighted particularly because I think the emphasis you placed on that type of newspapering will have an important bearing on the future of journalism in America.

BASIL L. WALTERS  
Executive Editor  
Knight Newspapers, Inc.  
Chicago Daily News  
Chicago, Ill.

CONTINUED ON PAGE 8

Your Dream of a  
White Cake—  
only 4½ minutes from  
box to oven!



Only DUFF'S  
White Cake Mix can  
make a Prize cake  
like this!

★ FLUFFIER, more tender and velvety  
...★ HIGHER and lighter...  
★ RICHER CRUSTED...★ PURER WHITE,  
more sparkling and flavorful  
than time-taking  
home recipes!



A Product of  
AMERICAN HOME FOODS



The Perfect Love-Gift for  
EASTER—DAUGHTER'S DAY  
(This year both on April 9)

The world's only pressure-tested aroma-light cedar chest. Includes Moth Protection Guarantee.

• Ideal, too, for anniversary, birthday, confirmation, graduation, wedding.

• There is a Lane for every room! Exteriors in all popular woods and finishes, to harmonize with all types of furniture. For sale at furniture and department stores.

THE LANE COMPANY, Inc., Altavista, Va.  
Write Attention Dept. L31 for information, if desired.

"This is our  
BLUEPRINT  
for the future"

*Everett Allen*  
Raleigh, N. C.

*How the Allens  
developed a 3-part plan  
to meet emergencies,  
to increase their income*

"Above all else, my wife and I want a comfortable future for the children and ourselves; we want to be financially independent," says Everett Allen. "The plan we have worked out protects us against the unexpected. It also earns us more money to meet our living requirements. We think it is a good program."

"Part one of our plan is a cash reserve—for illness and other emergencies."

"Part two is insurance—to protect Mrs. Allen and the children."

"Part three is our investment in dividend-paying, listed stocks of long-established companies we know and respect ... companies whose products and services are essential to our everyday living. The cash dividends are a welcome addition to our income; frequently we re-invest them. A growing, dividend-producing stake in American industry is, to us, a very real and personal satisfaction."

Factual information, Mr. Allen knows, is the only basis for investment. To those interested in the fundamental principles of investing for income, Mr. Allen recommends the booklet, "Investment Facts About Common Stocks and Cash Dividends," published by the New York Stock Exchange. Without obligation, a copy may be had at Member Firm offices . . . or by writing Department L4, New York Stock Exchange, 20 Broad Street, New York 5.

*Invest wisely...through a Member Firm of the*

**New York  
Stock Exchange**



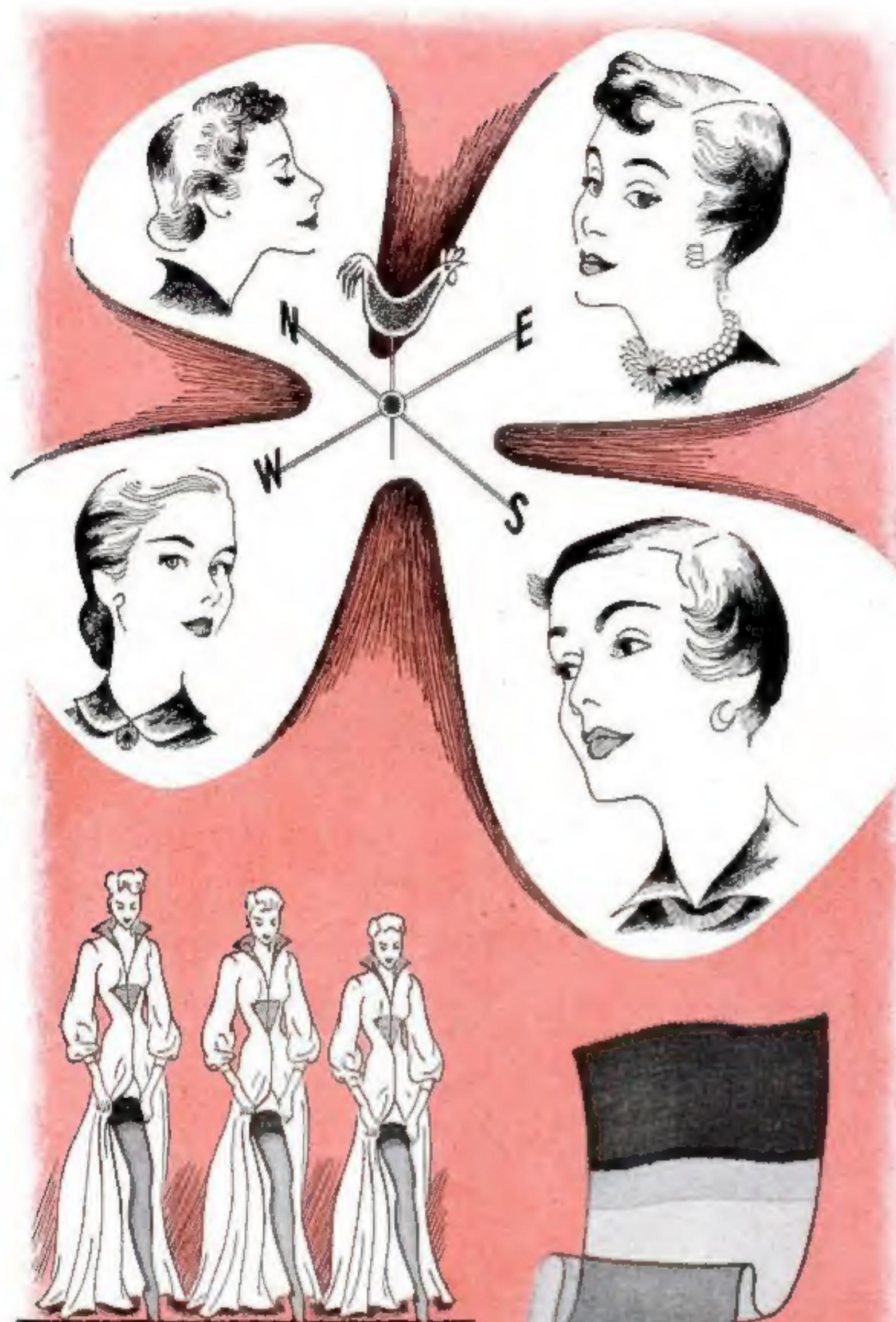
**Mr. and Mrs. Allen**  
(above) with their two children, Everett, Jr. and Katherine. Mr. Allen, Vice-President of the North Carolina Hotel Assn., has friends throughout the state. (Left) The first of each month is budget time; income is carefully allocated. Their cash reserve is on deposit locally; they also have small accounts for each child.



**Mr. Allen consults**  
a representative of a Member Firm of the New York Stock Exchange. Here he gets the factual information he wants. "Facts about nationally known companies and their securities interest me," he says. "The dividends on our common stocks (all listed on the New York Stock Exchange) amounted last year to more than 6% on our investment."



The postman is welcome at the Allens, for he brings dividend checks and earnings reports from the companies in which they have invested their surplus funds. Their dividend-reward, Mr. and Mrs. Allen agree, more than balances the risk in ownership of common stocks—a risk that attends ownership of any form of property.



YOU...

and YOU...

and YOU—

North, South, East or West... can have perfect fit in lovely nylons. ONLY Kayser makes Fit-All-\*Proportions—6 of them—Outsizes, too! ONLY Kayser nylons have the wonderful Fit-All patented features which make them known as "a grand brand name—the world over"! 1.35 up

Only Kayser makes this patented Fit-All-Heel...guaranteed not to twist!

So, for good and fitting reasons insist on

**KAYSER**

HOSIERY • GLOVES • LINGERIE

## LETTERS TO THE EDITORS

CONTINUED

### FLAG-BURNING

Sirs:

The Sofia legation sergeant's throwing the flag into a pile of burning rubbish was in poor taste and in direct violation of military regulations ("What Proudly We Hailed," LIFE, Mar. 13).

Current regulations provide that the flag be destroyed *privately*, as a whole, preferably by burning or similar method in a manner that will not imply irreverence, disrespect or disgrace.

ROBERT CHESNEY  
Captain, USAF

Syracuse, N.Y.

• The U.S. Legation's flag was burned according to Public Law 829 and Army Regulation 260-10. The "rubbish" was classified material. It could not be taken out of Bulgaria.—ED.

### HIGH SCHOOL PLAY

Sirs:

On behalf of the tens of thousands of hitherto unsung high school teachers who coach plays, I thank you ("High School Play," LIFE, Mar. 13). The ending of your story-text, pictures and caption—packs a beautiful wallop. It brought tears to my eyes.

WILLIAM LEWIN  
President  
Department of Secondary Teachers  
National Education Association  
Newark, N.J.

Sirs:

Joy in seeing Winchester High's class play in LIFE is dimmed by the omission of Dorothy Parker, one of the important players, from mention or picture. May we have one?

JOHN D. STEVENS  
Winchester High School  
Winchester, Mass.



DOROTHY PARKER

• Dorothy played a comic role.—ED.

Sirs:

Felicia Mezzacappa, who wants to be an actress, has an interesting back. Would you let us see the face?

FLORA PIETERS  
New York, N.Y.



FELICIA'S FACE



for Enchanted  
Moments

For your enchanted moments—at last a lipstick that *will not smear*...at last a lipstick of such exquisite texture that it goes on easier and stays on longer than any Tangee lipstick you have ever used.

The new, exclusive Tangee formula makes all this possible for the first time.

In Tangee Pink Queen and six other enchanting shades.



THE  
*New*  
**Tangee**  
LIP STICK

CONTINUED ON PAGE 8



SEE HOW PLAYTEX PINK-ICE GIVES YOU THE SLIM YOUNG LINES, THE SUPPLE, SLENDERER SILHOUETTE FOR SPRING.

## Hollywood designers tell the secret of slim, trim figures: INVISIBLE PLAYTEX® PINK-ICE



OLEG CASSINI, designing genius of Hollywood fame: "The 1950 fashions require you to be smoothly slender from waist to thighs. PLAYTEX does that—it's the girdle of the 1950's!"

HOWARD GREER, famous Hollywood designer: "PLAYTEX allows complete freedom of action, gives a woman a figure that can be revealed—supple and slim from waist to thighs."

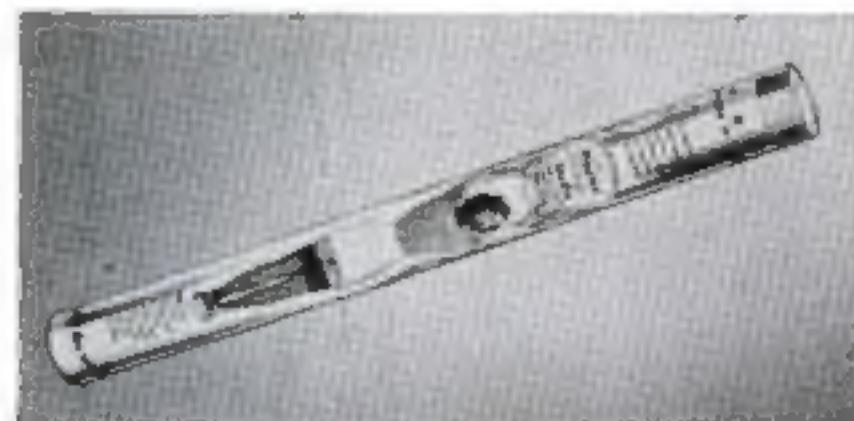
IRENE, Hollywood's fabulous designer: "Your silhouette is slender and supple, with smooth, youthful lines when you wear PLAYTEX. And it's invisible under clothes."

Nowhere in the world is a woman's figure so noticed as in Hollywood. Nowhere is the *look of youth* so important.

That is why Hollywood designers are so enthusiastic about PLAYTEX PINK-ICE. They say no other girdle slims so naturally, stays so cool and comfortable, fits so invisibly under clothes—from spring suit to revealing summer wear.

Made of tree-grown liquid latex, without a seam, stitch or bone—PINK-ICE moulds you smoothly, allows complete freedom of action, washes in seconds, pats dry with a towel.

See how subtly PINK-ICE controls your figure—sitting, standing, or walking. You'll want PINK-ICE in panty and garter styles—to keep your figure slim for spring.



In SLIM shimmering pink tubes, PLAYTEX PINK-ICE GIRDLES \$3.95 to \$4.95

In SLIM silvery tubes, PLAYTEX LIVING® GIRDLES . . . \$3.50 to \$3.95

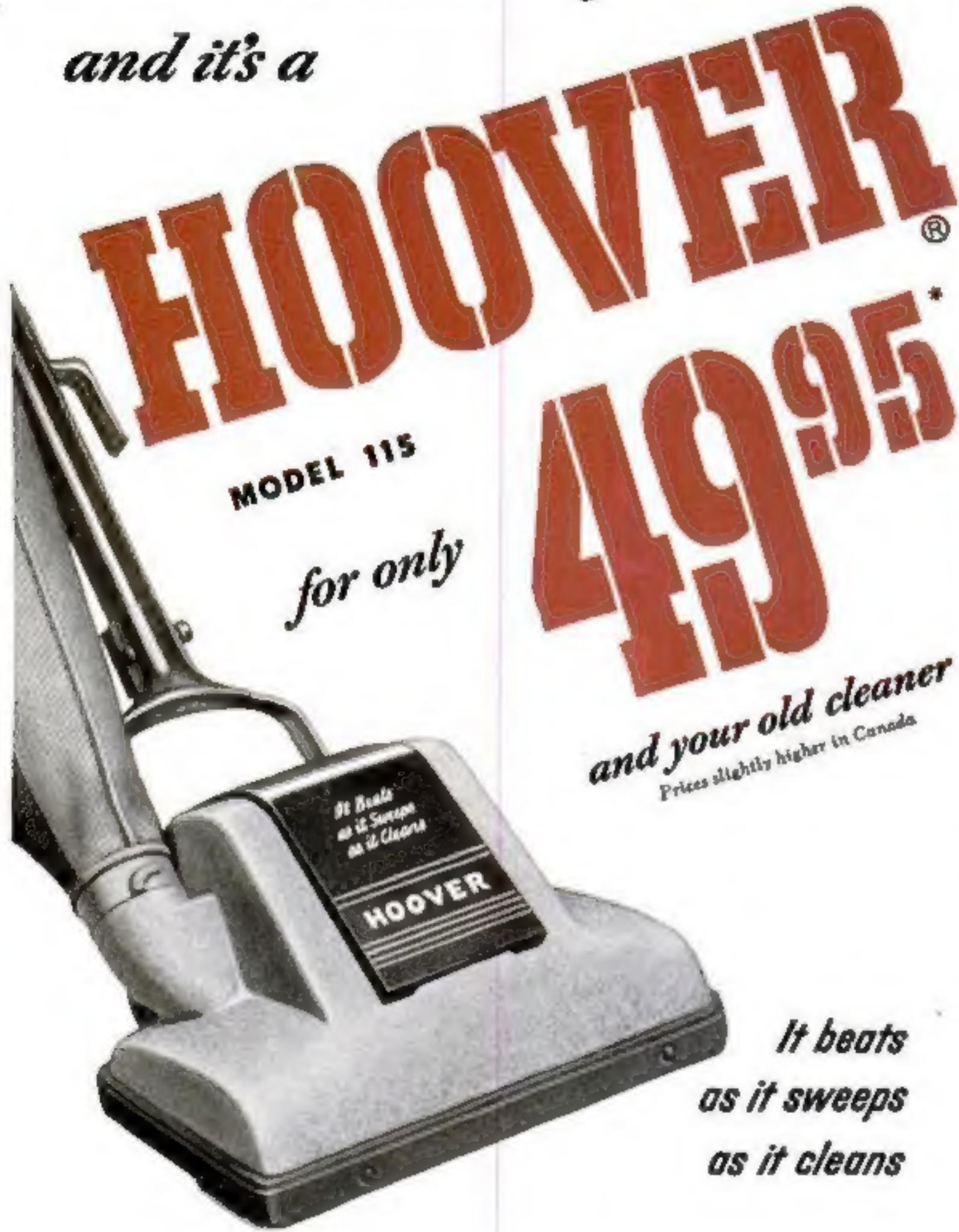
Sizes: extra-small, small, medium, large. Extra-large size slightly higher.

At all department stores and better specialty shops everywhere

INTERNATIONAL LATEX CORPORATION  
Playtex Park ©1950 Dover Del.

# 'I think of it!

Handiest cleaner of them all—  
and it's a



It beats  
as it sweeps  
as it cleans

It's light, handy, easy to get out and easy to put away, yet Model 115 is a tried-and-true Triple-Action Hoover—it beats, as it sweeps, as it cleans. It gets the deep-down dirt, prolongs rug life and keeps colors fresh.

Cleaning tools (at slight extra cost) attach in a jiffy for every above-the-floor cleaning job.

**ONLY \$5.00 DOWN!** Easy terms. Hoover Cleaners are sold only by established local retail merchants. Look in your classified phone book. Call your Hoover dealer for a home showing of any of Hoover's three Triple-Action models or the famous Hoover AERO-DYNE Tank Cleaner. No obligation.

THE HOOVER COMPANY, North Canton, Ohio;  
Hamilton, Ontario, Canada; Perivale, England.

You'll be happier with a Hoover



\*Prices subject to increase without notice

## LETTERS TO THE EDITORS

CONTINUED

Sirs:

As author of the original story on which the play is based, I naturally take pride that *Mother Is a Freshman*, which was issued last fall, has since been performed well over 300 times by high schools and colleges.

RAPHAEL DAVID BLAU  
New York, N.Y.

• In addition to *Mother Is a Freshman*, current favorites with high school and college dramatic groups are *Our Town*, *Night Must Fall*, *The Male Animal* and *Charley's Aunt*. Shakespeare is far behind.—ED.

### TRAITOR

Sirs:

If Fuchs's confession was the sole evidence ("14 Years for 'Grossest Treachery,'" LIFE, Mar. 13) it amounts only to a naked confession of guilt unsupported by any evidence of the commission of the crime.

Such a confession, with or without a plea of guilty, would not establish a *corpus delicti* (body of the crime), which the state must prove independently of the statements of the accused.

Louis C. CARN  
Houston, Texas

• Under English law neither corroborating evidence nor proof of a *corpus delicti* is necessary for conviction when a confession is made. This does not apply to treason but for violating the British Official Secrets Acts of 1911 and 1939.—ED.

CONTINUED ON PAGE 11

Please  
send



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\_\_\_\_\_ ADDRESS

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## Fast help for HEADACHE

Upset Stomach • Jumpy Nerves



Today more people than ever before use Bromo-Seltzer. Because this time-proved product gives fast help. Not only for headache pain, but also for the upset stomach and jumpy nerves that often go with it.

Quick! Pleasant! Bromo-Seltzer effervesces with split-second action, ready to go to work at once. And it is so refreshing! You must be satisfied or your money back! Caution: Use only as directed.

Get Bromo-Seltzer at your drug store fountain or counter today. It's a product of the Emerson Drug Co. since 1887.



## NEXT TO BLONDES





## On the telephone front...we're ready!

ANY DAY OR NIGHT, anywhere in this country, storm, flood or fire can threaten telephone lines.

If disaster strikes, Western Electric rushes equipment to the scene at once—wires, poles, cables, crossarms—whatever is needed to help your Bell Telephone company restore service *fast!*

Readiness to meet disaster—as well as daily

needs of Bell Telephone companies—is part of Western Electric's job as manufacturer-supplier of the Bell System.

• Western Electric is a unit of the Bell System—has been for 68 years. Our people, who provide telephone equipment and supplies, share naturally in the System's spirit of service that aims to "get the message through" for you—quickly, clearly, and at low cost.

Western Electric



A UNIT OF THE BELL SYSTEM SINCE 1882

**Look!**

A SMART NEW WAY  
TO BUY BEAUTY SOAP!

**NOW!**

# Camay by the Carton!

Camay shows the way again—the first leading beauty soap to come to you in a carton! Take a good look at the new Camay carton now! See how attractive it is! You'll know why women everywhere call it the most practical package ever!

The new Camay carton is so handy to carry—so convenient to store! It's the modern way to buy mild, fragrant, quick-lathering Camay! Look for Camay by the carton at your dealer's today. Buy a carton—and always have Camay on hand!

THE MOST  
PRACTICAL PACKAGE  
YOU EVER SAW!

SAME MILD,  
GENTLE CAMAY  
I'VE ALWAYS USED!

ALWAYS HAVE CAMAY  
ON HAND FOR  
COMPLEXION AND BATH!

SO HANDY TO BUY—  
SO CONVENIENT TO CARRY!

LOOK! TWO CARTONS!  
10 REGULAR SIZE CAMAY  
OR A BIG  
"BEAUTY-BATH" SIZE!

**CAMAY**  
the Soap of Beautiful Women

He's riding high  
—he has P.A.\*



P.A.\*

B. J. Daybreak, Chester, Pa.  
W. L. Willett, Inc., N.Y.

means

Pipe Appeal  
and Prince Albert

• Yes! He's riding high! He has Pipe Appeal which attracts admiring glances. And he has real smoking pleasure with mild, rich-tasting Prince Albert—America's largest-selling smoking tobacco.

Try P.A.! The choice, crimp cut tobacco used in P.A. is specially treated to insure against tongue bite.



The National Joy Smoke

## LETTERS TO THE EDITORS

CONTINUED

### HOG ON ICE

Sirs:

Your "hog on ice" quotation (Speaking of Pictures, LIFE, Mar. 13) is incomplete. In full, it is: ". . . as independent as a hog on ice. If he could not stand up, he could sit down."

PART. SEYDEL.

Atlanta, Ga.

Sirs:

There's an Iowa saying "You're as helpless as a fat hog in water," because pigs are supposed to cut their throats with their sharp hoofs when they try to swim. But these piglets and their mother (below), during Des Moines river flood, swam safely to high land.

JERVIS W. BALDWIN

Des Moines, Iowa



PIGS AFLOAT

### HAYWOOD ECHO

Sirs:

In "An Echo of the Famous Haywood Trial" (LIFE, Mar. 13) you speak of a man named "Harry Orchard."

That was not his real name at all.

HARRY ORCHARD

Bloomington, Ind.

• Reader Harry Orchard is right. Prisoner "Harry Orchard's" real name is Alfred E. Horsey alias T. S. Hogan alias John Dempsey alias Harry Orchard.—ED.

Sirs:

A mistake in the Haywood story. The "Wobblies" were known as Industrial Workers of the World, not "International Workers of the World."

JOHN LIND

Two Harbors, Minn.

### RELIGION

Sirs:

I have just finished answering part of the flood of correspondence elicited by my letter commending your coverage on evangelists in Italy (LIFE, Feb. 20). It certainly started something!

G. AIKEN TAYLOR

Minister

Smyrna Presbyterian Church  
Smyrna, Ga.

• To date, the Rev. Taylor has received 13 letters, most of them critical. LIFE has had a total of 420, half critical, half favorable.—ED.

Address all editorial and advertising correspondence to LIFE, 100 E. 42nd Street, New York 20, N.Y.  
Time Inc. also publishes TIME, FORUM, and THE ARCHITECTURAL Forum. Chairman, Maurice T. Moore; President, Roy E. Larsen; Executive Vice President and Treasurer, Charles L. St. John; Executive Vice President for Publishing, Howard Black; Vice Presidents, Allen Grover, Andrew Hause, C. D. Jackson, J. A. Lien, P. L. Prentiss; Vice President & Secretary, D. W. Brumbaugh; Comptroller & Assistant Secretary, A. W. Carlson; Circulation Director, F. DeW. Pratt; Producer, THE MARSH or TIME; Richard de Rochemont.

Photographed at FAMOUS-BARR, St. Louis • Carpet—Cheviot in beige by OULISTAN



first showing  
AFTER 150 YEARS...  
WILLETT PRESENTS THE  
ELSWICK COLLECTION

YOU'VE NEVER SEEN such mellow, warm, cherry furniture in a store before. The coloring is like the age-ripened cherry you've seen in museums. The detailing, like the scratch lines on the drawers, was originally done with hand tools by early American cabinetmakers. There are finely reeded pilasters and block feet, and drop-leaf tables with the delicate, square tapered legs of Hepplewhite design. Frederick Elswick, eminent Architect-Antiquarian, found these originals in the heart of Mid-America. They are not typical of any region; they are All-American favorites in timeless taste. Willett brings you this great beauty for today's and all-time living at very moderate prices. The whole room, illustrated above in solid cherry wood, can be yours for approximately \$633\*. Also available in OPEN STOCK at modest prices.

*America's largest maker of solid maple and  
cherry furniture for living room,  
dining room and bedroom.*

\*Price F.O.B.  
Louisville

CONSIDER H. WILLETT, INC., LOUISVILLE 11, KENTUCKY



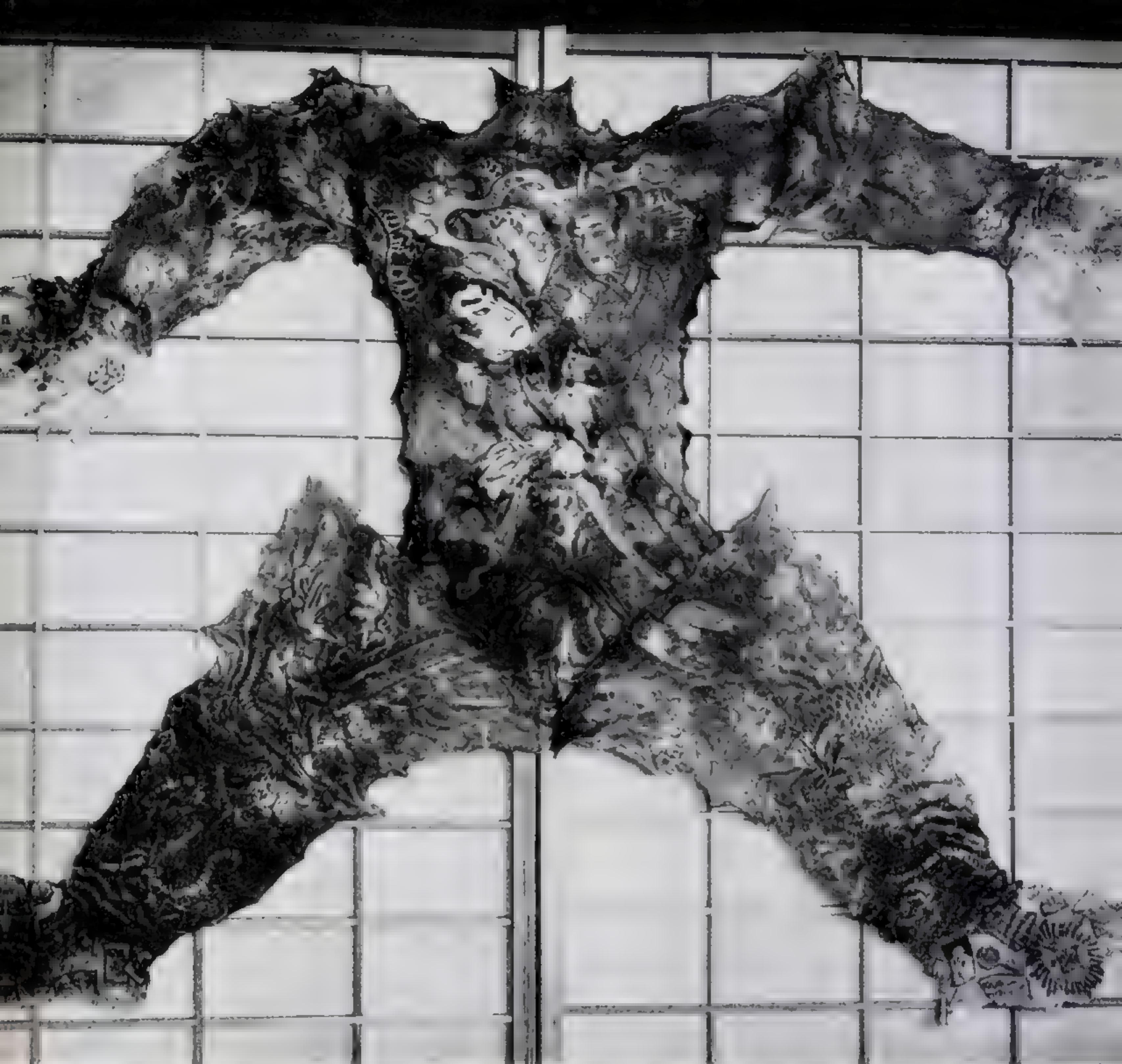
Night Stand  
\$41.50



Mirror  
\$30.00



Ladies' Desk  
\$20.50



ON MUSEUM DOORS IS SKIN OF JAP GANGSTER. FINGERS WERE CUT LENGTHWISE, MAKING HANDS SEEM TO HAVE TOO MANY FINGERS

## SPEAKING OF PICTURES . . .

... Japanese skin specialist collects human tattoos for Tokyo museum

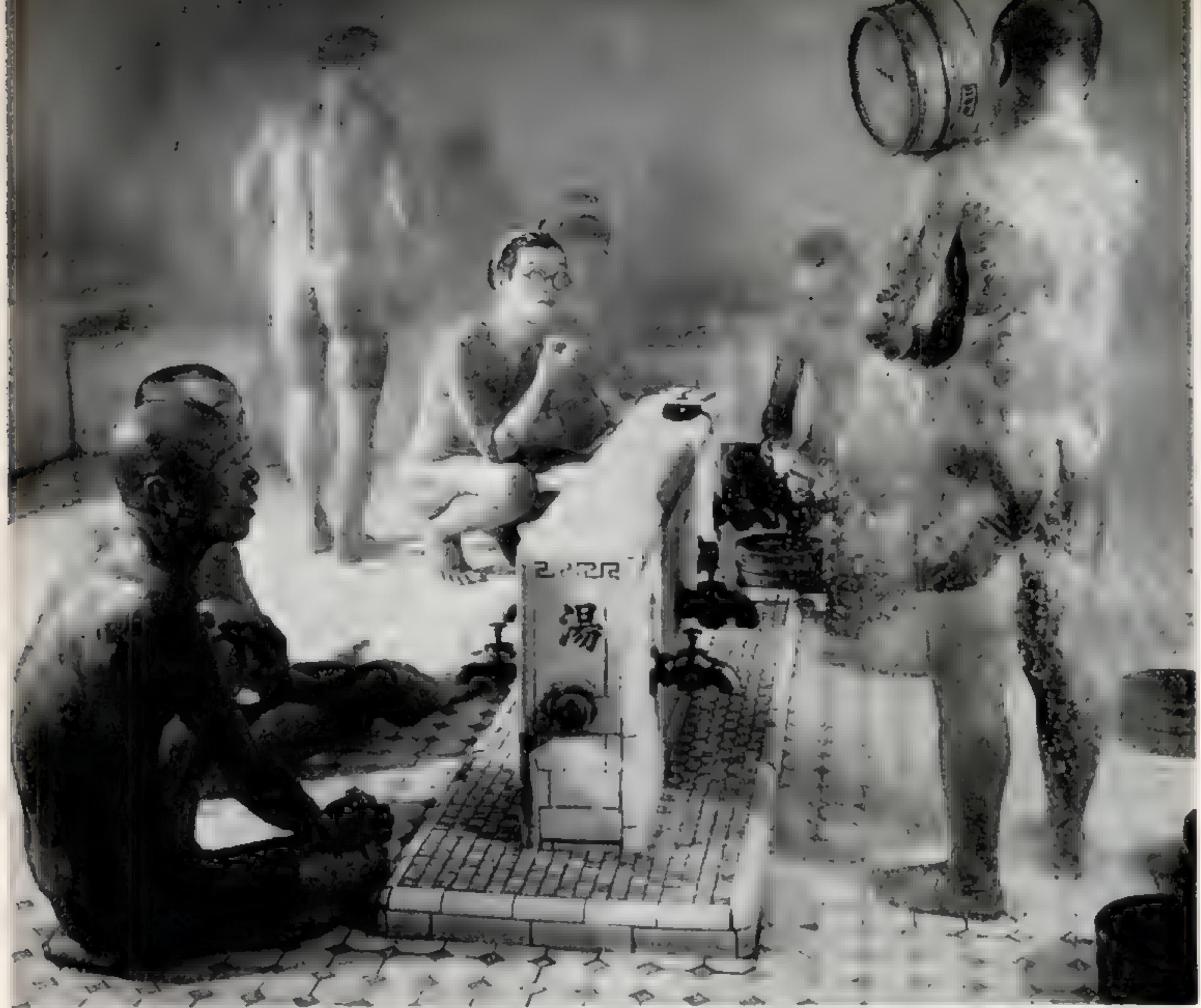
Covering several walls of a museum in the Imperial University in Tokyo is the most bizarre collection of etchings in the world. It consists of 38 parchmentlike human skins, all tattooed in vivid colors. The curator of the collection, and its donor as well, is small, 72-year-old Dr. Seiichi Fukushi, a specialist in skin diseases and considered by many to be the world's greatest authority on tattoos. Dr. Fukushi personally removed the skins from the bodies of their owners—after they had died, of course—exercising painstaking care so that

the specimens would not be marred or damaged.

As a conscientious curator, Dr. Fukushi is always on the lookout for acquisitions which will enhance the collection. Consequently he has cultivated the friendship of living Tokyo citizens whose bodies are decorated with tattoos. He has helped organize them into the Tattoo League of Japan, which holds conventions in public bathhouses where the designs can be displayed.

As a decorative art, tattooing has been popular in Japan for centuries, especially among members

of the underworld. If Dr. Fukushi does not know all of the league members by their faces, he does know all of them by their skins. Though not a rich man he frequently advances them small sums of money and in return he frankly expects the right to the debtors' skins, granted that they die before he does. Only once has he been disappointed, when the family of the deceased—"a beautiful, beautiful specimen," the doctor laments—refused to honor the gentleman's agreement, thus keeping their beloved from the doctor's epidermal hall of fame.



MEMBERS OF TATTOO LEAGUE CONVENE IN BATHHOUSE WHOSE HOT WATER HELPS BRING OUT TATTOO PIGMENT IN ORIGINAL CLARITY



REPTILES are popular theme among Tokyo tattoos. This specimen depicts a scene from ancient Jap novel.



DEVIL'S MASK is worn on back of underworld character who considered design most original at conclave



GEISHA GIRL is the central figure of the design on this back, which is bordered with a line of human skulls

No Other Dentifrice Offers Proof of Such Results! Proof That Using

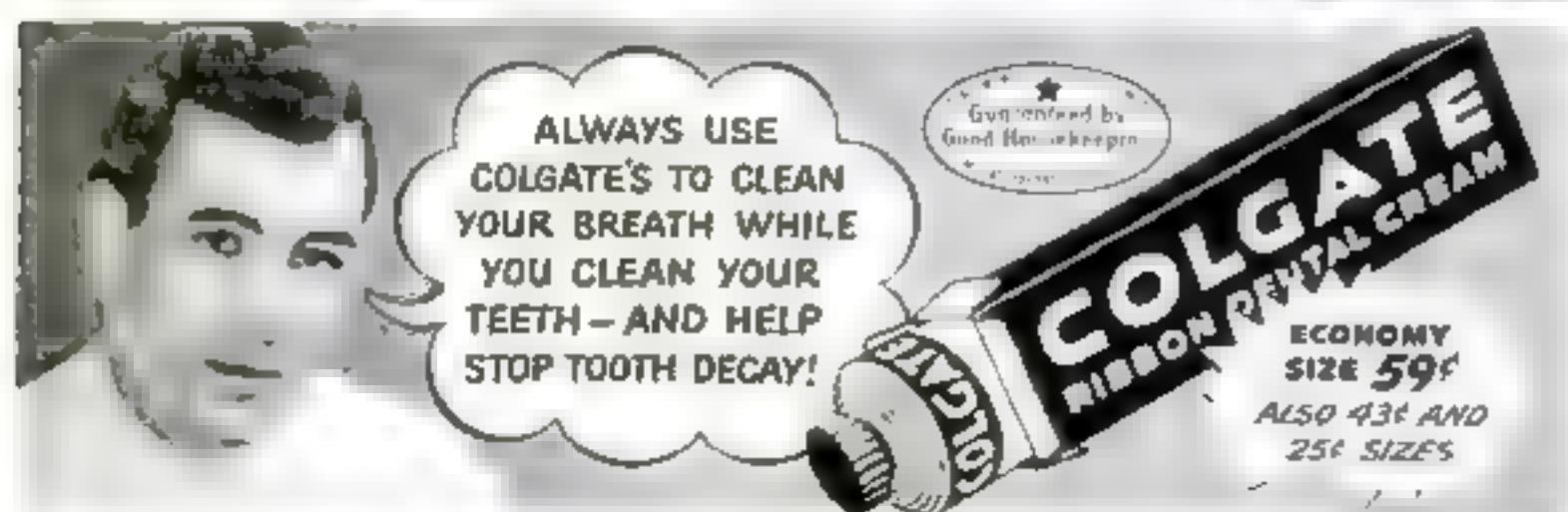
# COLGATE DENTAL CREAM HELPS STOP TOOTH DECAY!



**2** Years' Research at FIVE LEADING UNIVERSITIES Proves That Using Colgate's Right After Eating Helps Stop Tooth Decay Before It Starts!



YES, THE SAME TOOTHPASTE YOU USE TO CLEAN YOUR BREATH WHILE YOU CLEAN YOUR TEETH, has been proved to contain all the necessary ingredients, including an exclusive *patented* ingredient, for effective daily dental care. No risk of irritation to tissues and gums! And no change in Colgate's famous flavor, foam, or cleansing action! No dentifrice can stop *all* tooth decay, or help cavities already started. But brushing teeth with Colgate Dental Cream as directed is a safe, *proved* way to help stop tooth decay!



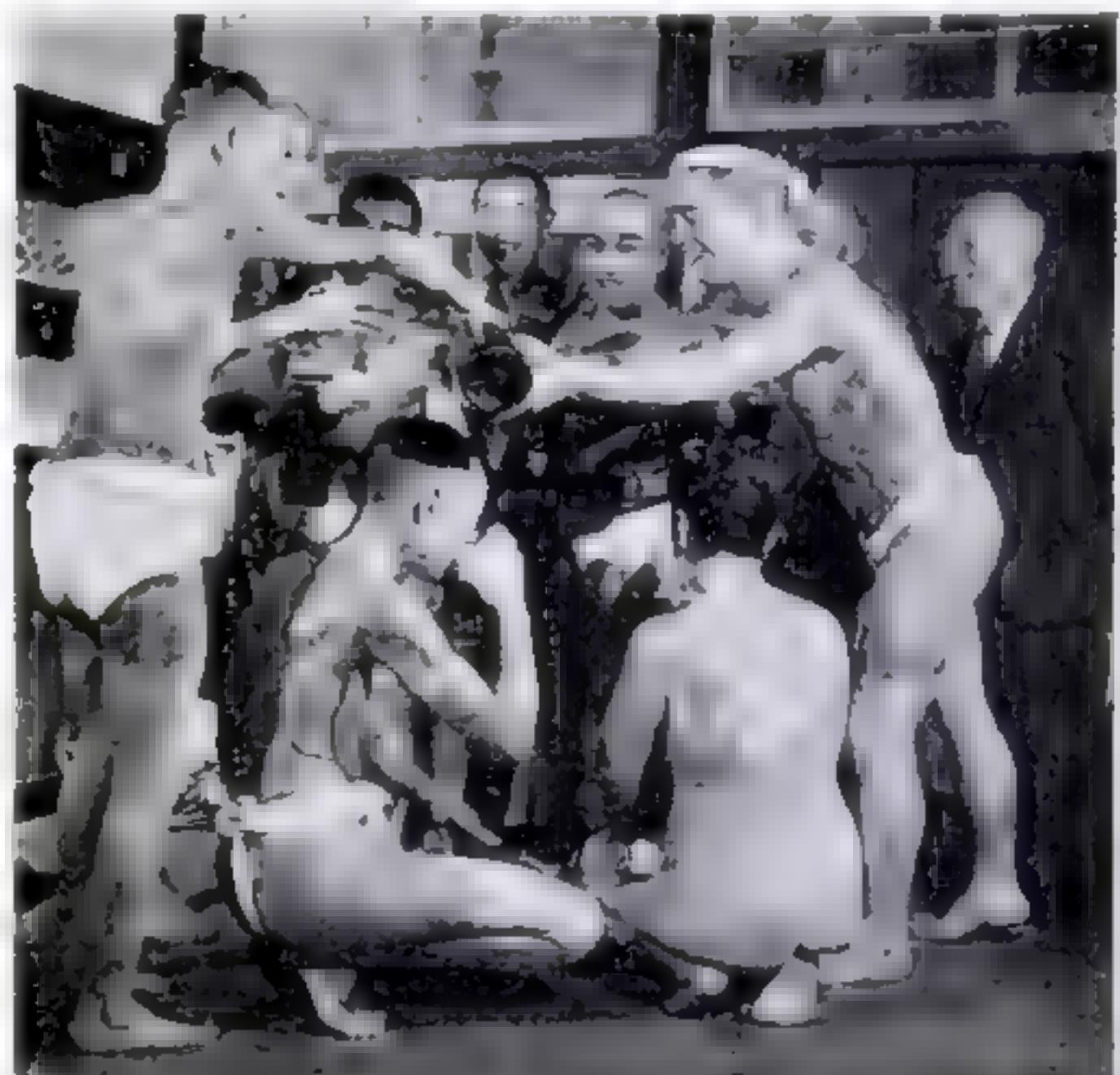
## TATTOOS CONTINUED



TATTOO ARTIST WORKS FROM A DESIGN BOOK (FOREGROUND)

## DESIGN COSTS \$80

In the tattoo shops of Tokyo clients can pick out patterns from books (above) which look like the wallpaper pattern books used in this country. A full-body pattern for an average-sized man costs 30,000 yen (about \$80). But Dr. Fukushi, who has no tattoos on his own body, tries to encourage original designs, even though they cost more, and is willing to shell out extra money if somebody comes up with a really good idea. One very interesting design, unfortunately not yet in the doctor's collection, is that of a gambler who has playing cards all over his body and an ace appropriately concealed on the bottom of one foot. Another is that of a woman—a few women have been permitted to join the league (below)—who has a polka-dot towel tattooed over her left shoulder and a kitten tattooed on her lower right side. When the woman walks the muscles of her shoulders and back move the kitten's paws in such a way that it appears to be playing with the fringes of the towel.

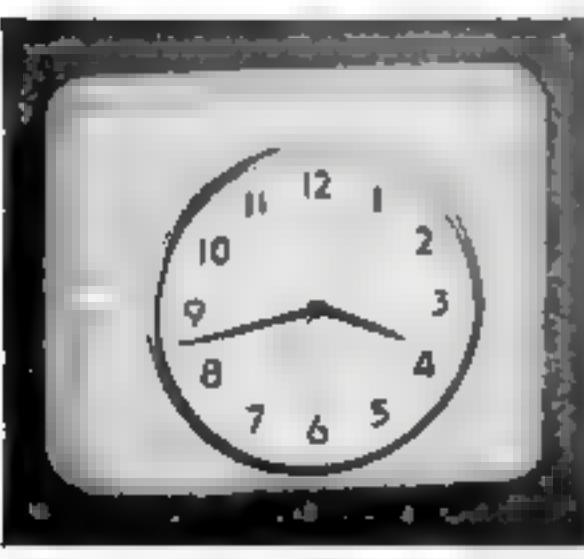


SAKE IS POURED as Dr. Fukushi smiles on league members, who regard him as real friend and patron of art. Communal bathing among men and women (as above) is proper in Japan although no longer custom in public bathhouses

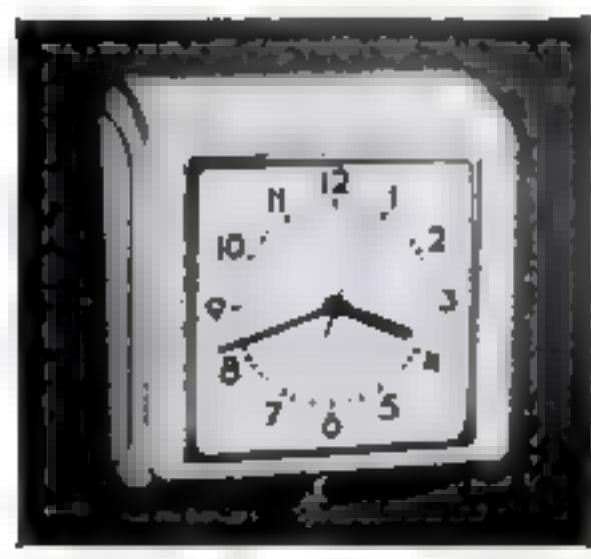
# BRILLIANT *New* ELECTRIC WALL CLOCK by WESTCLOX...\$3.95



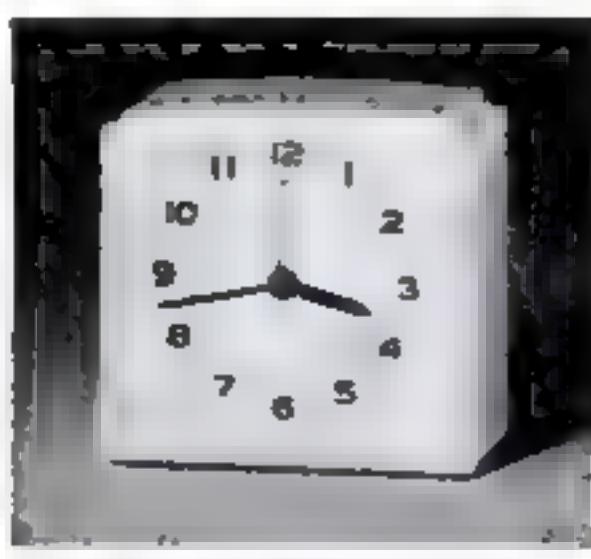
You can depend on Westclox



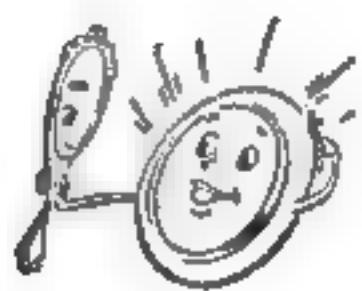
**BELFAST WALL CLOCK**—Sturdy metal case with smooth flowing lines. Large easy to read numerals. Choice of colors—white, ivory, red, green. \$4.95.



**DUNBAR WALL CLOCK**—Plastic case is gracefully tilted forward for easier reading. Bold black numerals. Choice of white, ivory, red, green. \$5.95.



**BANTAM ELECTRIC ALARM**—Will challenge you (and win!) if you try to sleep through his bell alarm. Ivory finish. \$3.95. Luminous dial, a dollar more.

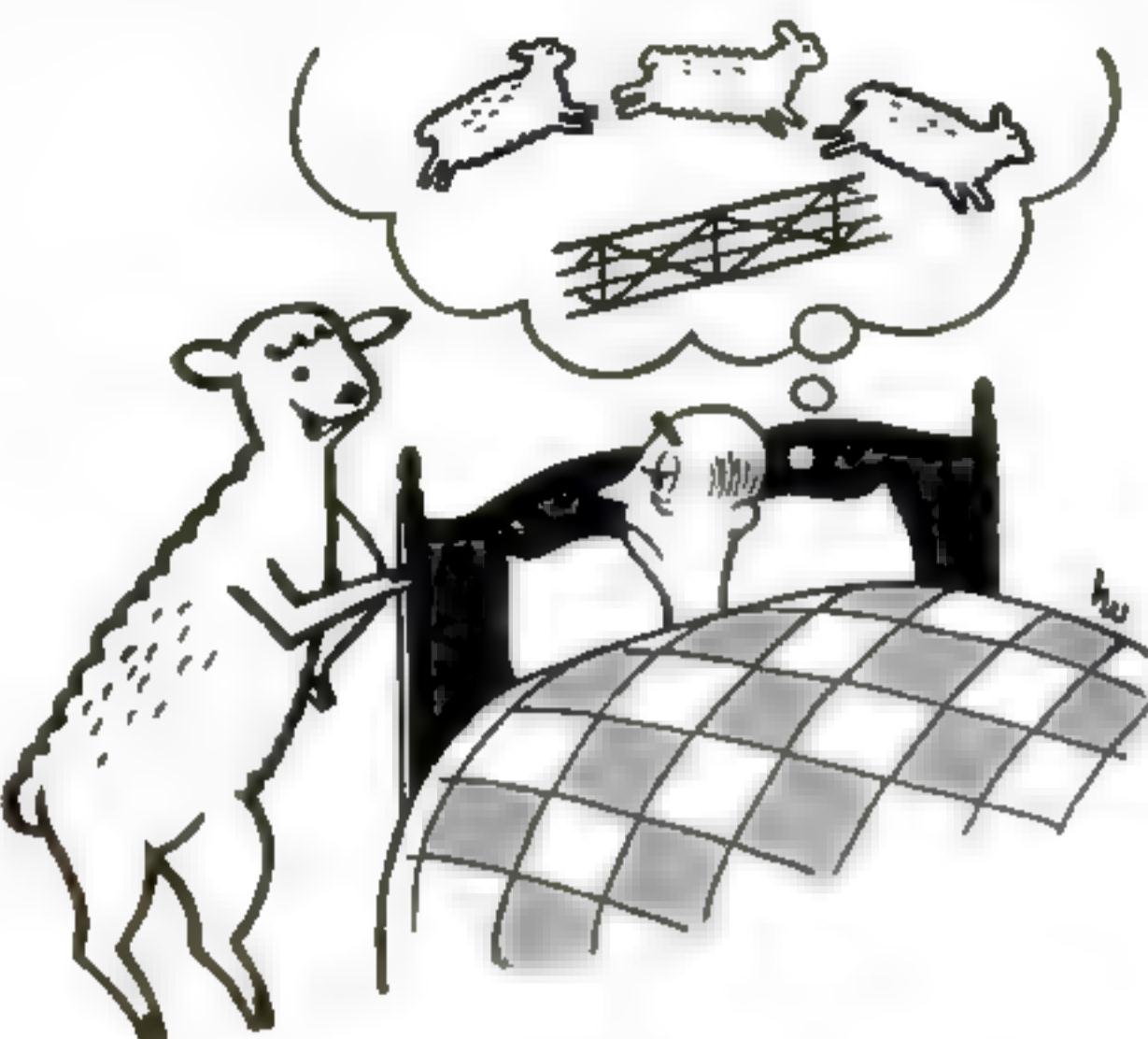


"Neat"....is the word for the handsome new Orb! Easy to read. Easy to keep clean.  Orb's dependability will keep your home running smoothly on time.  And the four heavenly color choices...ivory, white, red, yellow... are as irresistible as the down-to-earth price.

## WESTCLOX\*

Electric Clocks  
MADE BY THE MAKERS OF BIG BEN.  
Products of GENERAL TIME Corporation





Why don't you drink Bedtime HORLICKS so us sheep can get some sleep, too!

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TEEN AGERS—Win 'em with a Gift



"Jeepers! what a Creeper"

That's what made Bill so mad—  
his girl, Mary Lou, walking with  
Butch Banks. Hangin' on  
his arm and staring at  
that ol' football was  
bad enough, but  
when she actually  
said those awful words—  
well—he'd fix her.  
He figured he'd show  
'em both next  
week, 'cause he  
was getting a pair  
of "CHICAGO" Flying Scouts and  
a "How to Roller Skate" book for  
his birthday. It wasn't a pipe—  
no sir—but it was fun and Bill



learned fast because "CHICAGO" Skates are makers of Champions,  
and when he went zipping past  
Mary Lou and did all the things he'd  
learned—well—things are okay  
now—Thanks to "CHICAGO".  
(P.S.) Butch and the gang asked Bill  
to quarter back the gang's first  
ball team too, when they saw how  
fast and strong he'd grown.

GET ME! GET "CHICAGO".

CHICAGO  
FLYING SCOUTS  
ROLLER SKATES



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Steel Wheels

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Send 10c for Secrets of RINK SKATING Booklet  
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## Have a hot Horlicks before you hit the hay



When you think of sleep, think of Horlicks. A hot cupful of Horlicks soothes you, relaxes you, invites restful sleep and banishes "Night Starvation." You wake refreshed.

### Malt-of-the-Month... HORLICKS FLYING ANGEL MALTED MILK



You will see Flying Angels at better soda fountains during April. Ask for one for your very own—it's the Horlicks Malt-of-the-Month. Spicy vanilla-nutmeg flavor.

### Surprise, Surprise, Surprise

Right now it's a closely guarded secret, next month's Malt-of-the-Month flavor, that is. Watch for Horlicks full-page color announcement in *Life*, May 1.

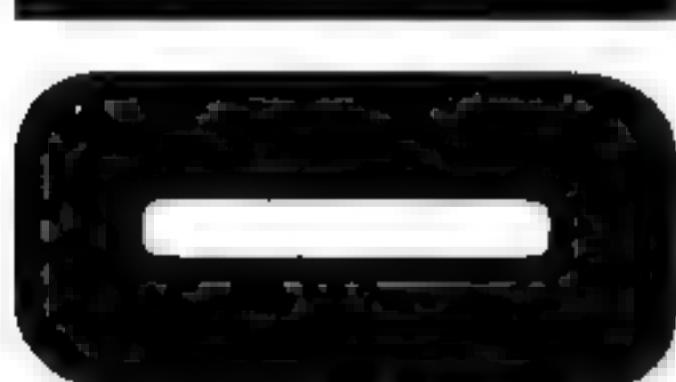
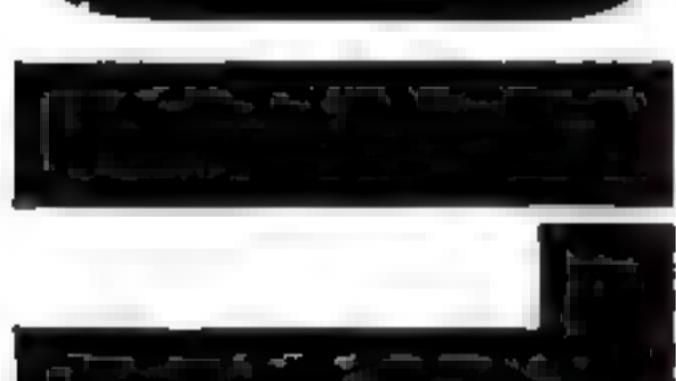
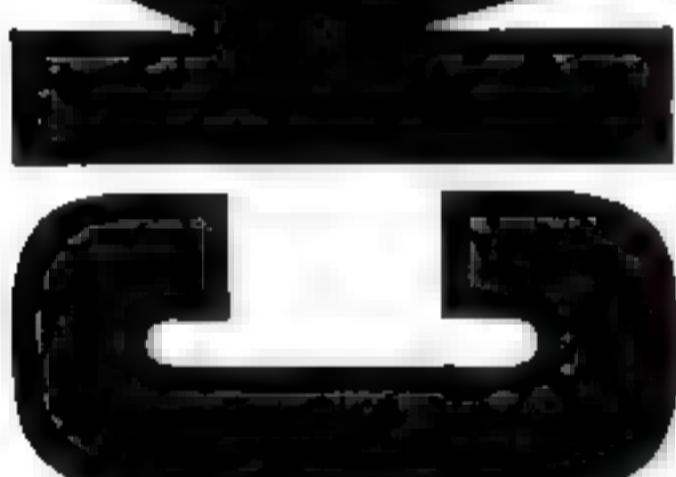
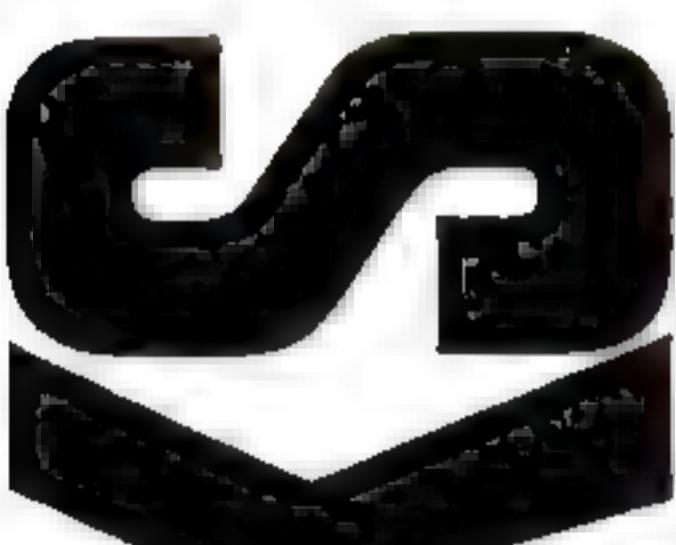
The Horlicks Cocoa you get at your soda fountain is unusually good. Can't help but be 'cause Horlicks makes the only instant cocoa with a malted milk base.

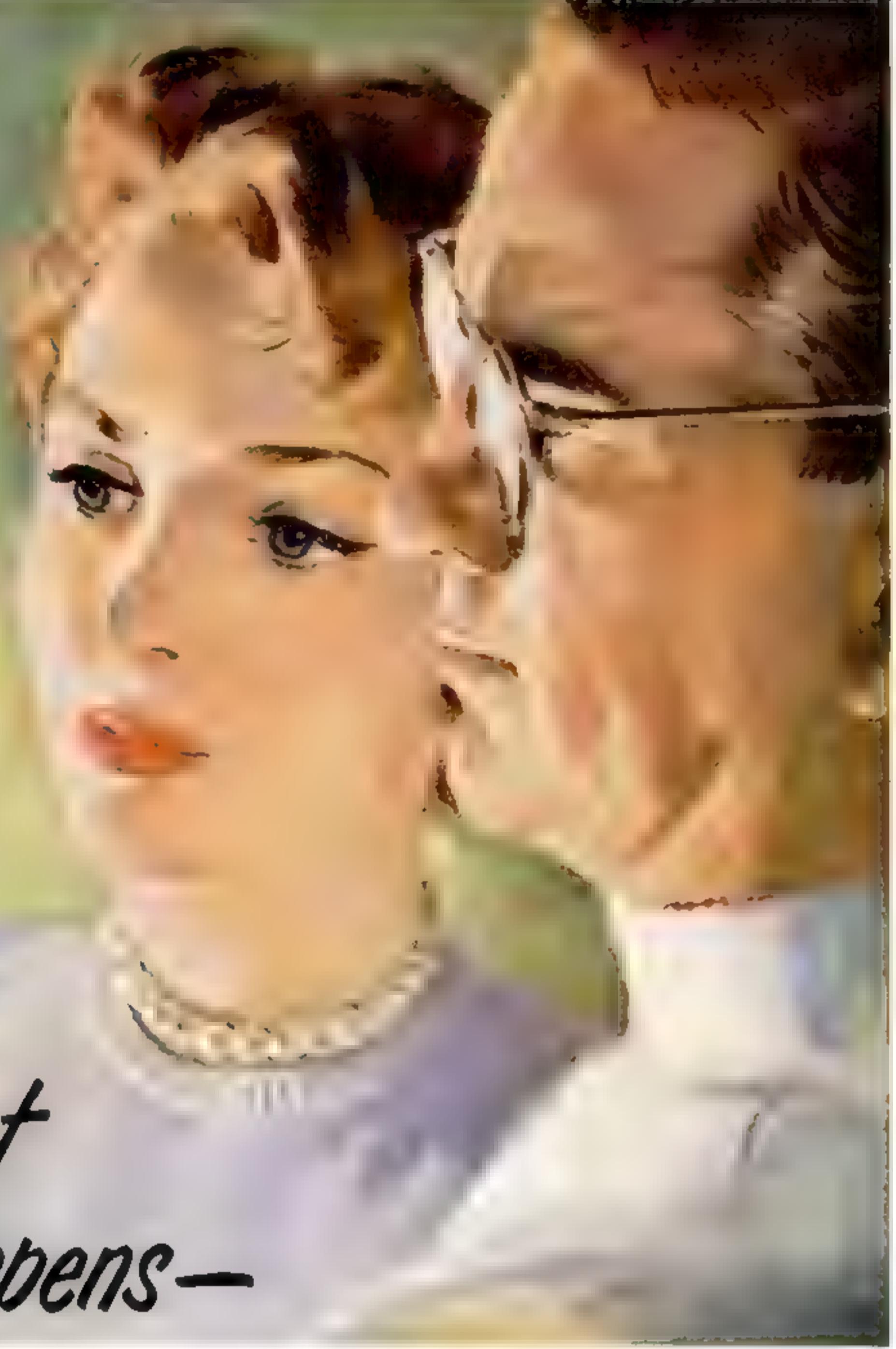


Remember to get Horlicks Tablets—bite-size nuggets of malted milk packed with nutrition—for the youngster. 10¢—ask for them at soda fountains.



REMEMBER THAT  
GOOD NAME

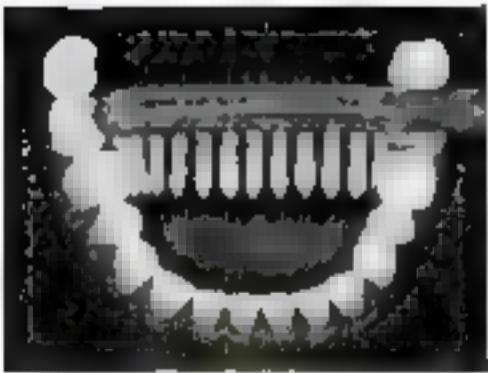




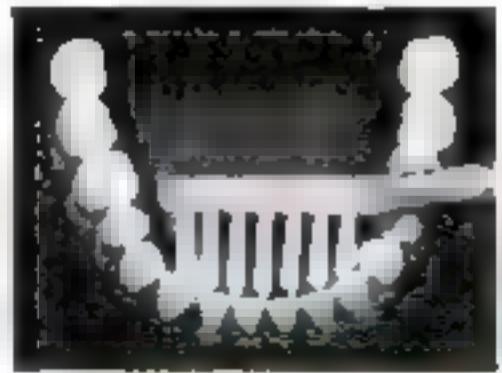
Look  
what  
happens—

...when your tooth brush misses!

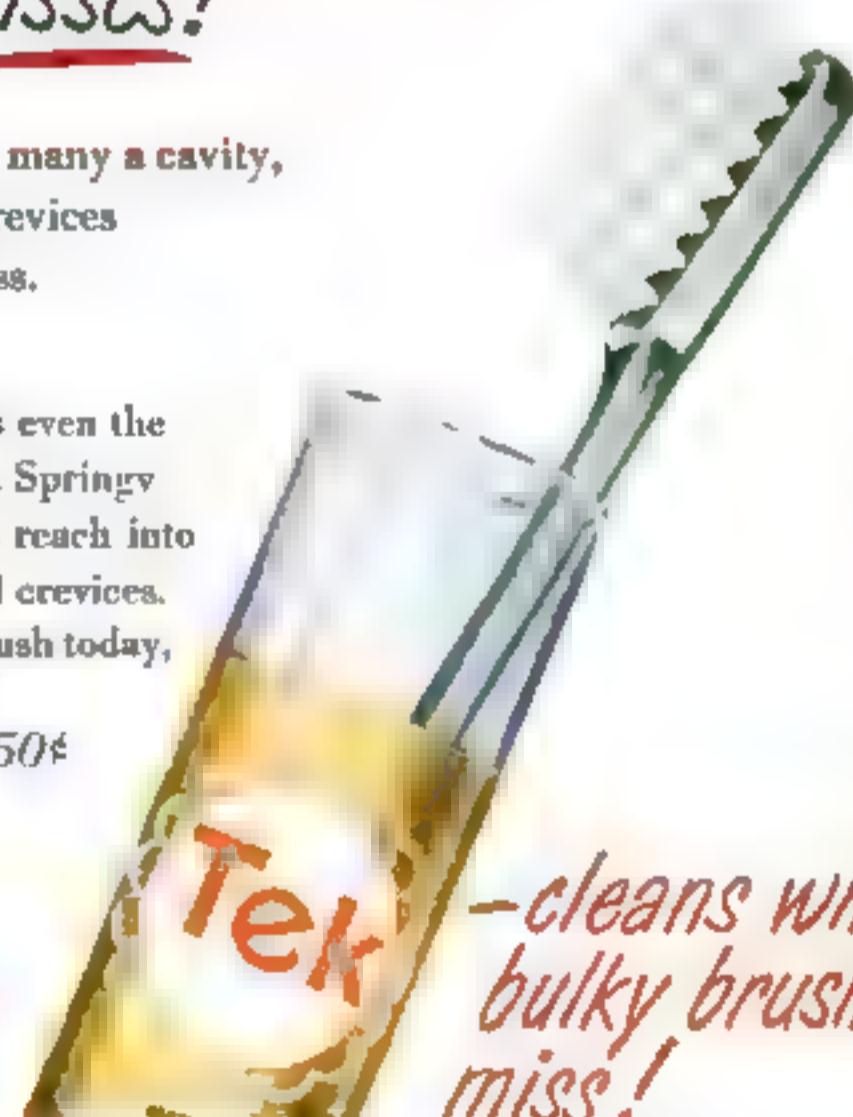
The X-ray shows it . . . decay at work! Trouble that might have been avoided. For many a cavity, dentists warn, can be traced to misfit brushes that fail to clean the hard-to-reach crevices of your teeth. You need Tek—scientifically shaped to clean where bulky brushes miss.



Bulky brushes often "bridge over" the curves. You're neglecting surfaces where decay germs breed. And the worst of it is, you think you're cleaning your teeth.



See how Tek fits even the narrowest curve. Springy long-life bristles reach into tiny grooves and crevices. Get Tek tooth brush today, at your favorite drug counter 50¢



-cleans where  
bulky brushes  
miss!

**Tek**



*Easter finery...  
Martha Logan*

**"FRILLY LILIES"**

A few minutes of easy "kitchen gardening" and you can garland the ham with lilies that will set every body at your table talking! They're made of crisp carrots with slim green pepper or green bean stamens. Just be sure the ham is ever-delicious Swift's Premium . . . then follow the easy cooking directions on the tag that comes with every ham. Give it Martha Logan's Easter gold glaze . . . and wait for the compliments. You won't have to wait long!

*Details from your dealer!*

Get easy directions for the "Frilly Lilies" and Easter gold glaze from your meat dealer when you order your Swift's Premium Ham . . . or write Martha Logan, Dept. PH-1, Chicago 9, Illinois.

# Let's have ham for Easter ... the kind that's always grand!

FOR a crowd or a couple, Swift's Premium Ham makes Easter dinner a festive feast. That wonderful sugar-mellow flavor never varies. Every rosy bite is sure to be tender yet firm.

For thanks to a unique system of quality control, Swift's Premium is *always* perfect. From the

careful choosing of each ham, through the Brown-Sugar-Cure and oven-smoking over hardwood fires, a long series of controls assures uniformity.

Whenever or wherever you buy it . . . Swift's Premium Ham is delectably, dependably the same. No wonder it's the *best-liked ham* in all America!



Look! New kind of branding shows on slices, too!

## SWIFT'S PREMIUM Ham is perfect every time



*America's favorite ham  
comes in 2 styles:  
Blue Label, for easy  
home cooking;  
Red Label, fully cooked.*

**NOTE:** Not so-called "ready-to-eat" . . . but really, deliciously fully cooked as you'd do it at home!

**EASTER FEAST FOR 2:** Gash fat on  $1\frac{1}{2}$ " center slice of Swift's Premium Ham. Bake in slow oven (325° F.) about 1 $\frac{1}{2}$  hrs. Increase oven heat to 400° F. Mix  $\frac{3}{4}$  c. pineapple preserve and 1 tbsp. prepared mustard; spread on top of ham. Bake 30 min. more. Garnish with "Frilly Lilies".



**COME-AGAIN SHORTCAKE:** Mix baking powder biscuit dough, using 2 c. flour. Add  $1\frac{1}{2}$  c. drained, whole kernel corn. Bake in two 8" layers. Heat 3 c. diced, cooked Swift's Premium Ham and  $\frac{1}{2}$  c. diced green pepper in 2 c. med. white sauce. Serve between and on top layers.

*Swift's unique system  
of quality-control  
assures you the same  
superbly mellow flavor,  
the same delicious  
tenderness, in every  
Swift's Premium Ham.*

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### LIFE'S COVER

Iris Mann and David Cole, who play the title roles in *The Innocents* (pp. 91-94), are the second Broadway boy-and-girl team to make Life's cover this season (the first was Lunt and Fontanne, *LIFE*, Nov. 7). Like the Lunts they are veteran troupers, 9-year-old Iris having appeared in five plays and one movie, 13-year-old David in six plays and two movies. They are both impeccably British on the stage, which is natural for David though not for Iris. David was born in Fareham, Hampshire, England and in 1946 made a Christmas broadcast to the Empire as "the typical English boy." Iris, however, was born on Avenue U, south Flatbush, Brooklyn.

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Hanes anti-squirm shorts with the seam/less seat!



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stripes, solid colors or white

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\*Patented

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Children's Sleepers

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Why not talk over a Family Income Plan with your Prudential representative? He can help you extend today's security into tomorrow for your children.

\*

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*A mutual life insurance company*

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WESTERN HOME OFFICE: LOS ANGELES, CALIF.

THE FUTURE BELONGS TO THOSE WHO PREPARE FOR IT



A NEW YORK BANKER, FRANK K. HOUSTON (LEFT) AND A GREYHOUND BUS COMPANY CHAIRMAN, CLIFFORD G. SCHULTZ, SHOP FOR TARBOOSHES AT THE MAISON DIKKAI

## U.S. LUXURY CRUISE HITS THE GASBAH

On the sunlit morning of March 20 all the cab-drivers, all the guides and most of the rug peddlers of Algiers were lined up at the Quai d'Arcachon to welcome the liner *Caronia*. There was a good reason for this turnout. The Algerians had heard that the *Caronia*, 68 days out of New York on Cunard White Star's "Great African Cruise," was stocked with a rich assortment of rich Americans enjoying the most luxurious cruise in history.

The report was quite accurate. The *Caronia*'s 550 American passengers had paid nearly \$3 million for basic accommodations on the luxury liner. The cheapest fare for the 80-day trip, half occupancy of an inside stateroom, was \$2,400. The highest was \$20,000 for a suite. These prices included

food and lodging, but not very much else. To participate in all of the optional shore excursions at the vessel's 28 ports of call in the West Indies, South America, Africa and the Middle East, a passenger would have to fork out an additional \$6,646.50.

This probably was no great hardship for the *Caronia*'s cruisers. The passenger list glittered with names like Urschel and Vanderbilt (pp. 22, 23), and the Reuters news agency estimated the combined wealth of those aboard at 10 times the cost of the ship. The *Caronia* cost \$20 million. Although many more Americans might visit Algiers' Casbah (p. 24) before the end of what promises to be the most colossal U.S. tourist year ever, it seemed likely that the bazaars had known their finest hour.



THE "CARONIA" SAILS AFTER ITS STOP IN ALGIERS



**BOUND FOR CASBAH**, the *Caronia* tourists approach the gate as ragged Arabs watch. Second and third from

right are Texas oil millionaire Charles Ershel and Mrs. Ershel who occupied one of two \$20,000 suites on ship.



**TAXIS FOR TOURS**, already pointed toward the city in distance, await debarkation of the *Caronia* passengers

at the Quai d'Alger. Three tours, each in 1 long the Casbah, were arranged in advance by American Express

## HOW CARONIANS SPENT

In Algiers the *Caronia*'s rich and distinguished company acted very much like all American tourists, of equal or lesser means. They bargained enthusiastically with the Arab salesmen (right), dolefully followed their bilingual guides to the most likely and accessible sightseeing spots (above) and loyally returned to the ship a half hour before the scheduled sailing time. None of the *Caronia* passengers got in any trouble, or started any.

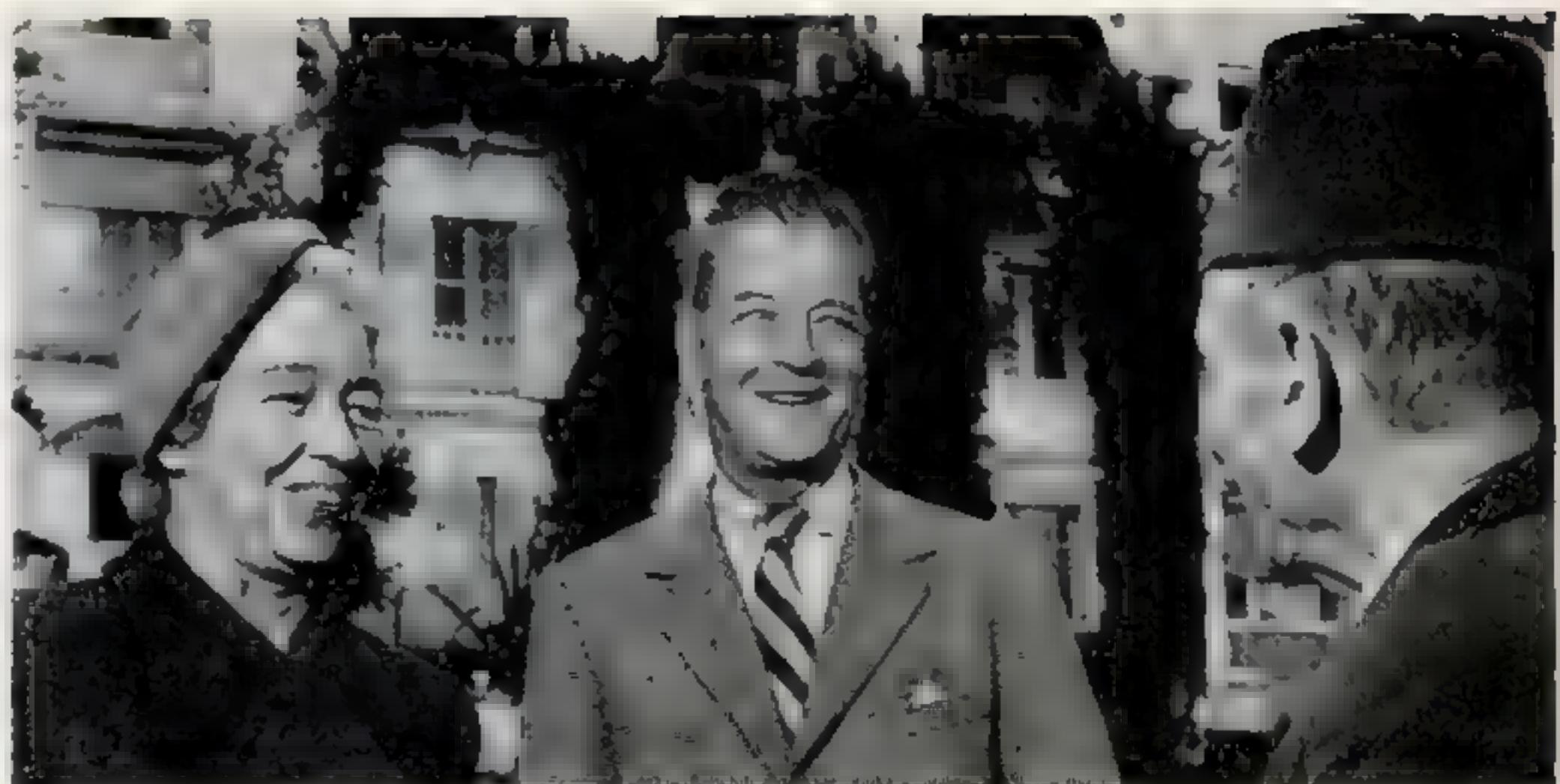
With the notable exception of the Vandens (upper right), who preferred to go out and look at the Algerian countryside, nearly all of the tourists joined in the special shore excursions arranged by American Express. For a package price of \$17 per person they were taken to the old fortress where, in 1827, the Dey of Algiers struck the French consul



## THEIR DAY IN ALGIERS

with a fly whisk and so enraged the French that they conquered Algiers. They went to the Musée Marshal Franchet D'Esperey, where they saw the actual keys to the city; and to the "Monkey Brook," where they were inspected by wild monkeys.

In the city's numerous bazaars the rich Americans were principally attracted by such expensive items as French perfume, French and German binoculars and hand-woven rugs. The day after the *Caronia* sailed, an Algiers newspaper ecstatically headlined: "Algiers enchanted them!" Algerians, in turn, were pretty enchanted by the Americans, especially by the woman passenger who, weary of bargaining for a pair of binoculars, finally cried, "I don't care how much they cost, if I can see through them!" Everybody everywhere loves Americans who talk like that.



**THE VANDERBILTS**, yachtsman-bridge-player Harold and wife Gertrude, were the most famous passengers.

occupied other \$20,000 suite. Here they chat with guide at hotel, where they lunched before going on own auto tour.



**AT THE SHIPSIDE** Helen Roberts of New Haven bargains with a hawker of French and German binoculars.



**IN A BAZAAR** Lydia F. Domm of Ann Arbor buys a 4,000-franc burnoose to wear as "bathrobe-housecoat."



**FRENCH PERFUME** attracts Mrs. George Findlay of Washington, D.C. (left), who settled on Chanel No. 5.



**COFFEE GRINDER** purchased in flea market for 300 francs is shown to wife by F. H. Reitman of Elizabeth, N.J.



**ON TERRACE** at the hotel Mrs. George M. Loughlin and Mrs. Walter H. Baker of Pittsburgh talk with James

C. Brooks of Shaker Heights, Ohio, Mrs. Worthington Scranton of Scranton, Pa., Mrs. Brooks and Mr. Scranton.



THE CASBAH GESTURE, made by most of the *Cronia* tourists who were quite unaccustomed to such pun-

genes, is demonstrated here by Mrs. Abe Bronfman of Quebec, one of the several Canadians on the long cruise.

## Luxury Cruise CONTINUED



THE MOVIE CASBAH, which made place famous, had Charles Boyer as soulful crook in love with Hedy Lamarr.

## THE ROMANTIC CASBAH PROVED BREATHTAKING

In 1938 Charles Boyer appeared as Pepe le Moko in the movie *Algiers* (above) and ever since Americans have quivered at the romantic command: "Come with me to the Casbah." The *Cronia* tourists could hardly wait for their guides to mutter the same invitation, and once in the Casbah they could hardly wait to get out. The native quarter, named for the old Casbah fortress which surmounts it, principally impressed the *Cronians* by its smell (*left*). In groups of 10 or 15 they scrambled down through its garbage-glutted alleys and dark passageways, gasping into handkerchiefs but valiantly trying to preserve their illusions. One woman summed it all up: "Well, I've always wanted to see it and now I have—but phew!" Actually the tour was streamlined to make it as painless as possible. The tourists did not enter typical dwellings but were shown through a carefully slicked-up and deodorized Moorish house. By the time they had negotiated the Casbah's tortuous stairs, most of them were ready to sit down in the first clean place they could find (*opposite*).



HAPPY ALGERIANS, after the *Cronia* sailed, count the bills exchanged by the tourists for local merchandise

WEARIED WITH ALGIERS WONDERS,  
MRS. HILDA LYNN OF LONG ISLAND  
RESTS ON STEPS OF THE CATHEDRAL



## COURAGE AND HOPE

## IN THE NEWEST NOVELS HUMANITY GETS A BETTER BREAK

Not so very long ago, in an editorial based on Norman Mailer's enormously popular war novel, *The Naked and the Dead* (LIFE, Aug. 16, 1948), we were lamenting the fact that modern literature had become grossly overpopulated with sadists, simpletons, zombies and monsters. The human being in the new fiction, particularly in the new war fiction, was generally distinguished for his almost total lack of courage, honesty, tenderness, perceptiveness and moral responsibility. We thought then that the novelists were libeling the human race, and now we are more than ever certain that we were right. For the novelists themselves have begun to turn their backs on the narrow and myopic view of humanity that was so conspicuously displayed in books like *The Naked and the Dead*. In fiction, as in the other arts, the human being is becoming human once more.

The trend is, of course, spotty—as trends usually are. It will probably be a long time before the standard novel of the American South ceases to harp on the decay of the old white-pillared mansion, and on the drunkenness and depravity that are supposed to lurk in the broad rooms behind the wisteria vines. (See Speed Lamkin's *Tiger in the Garden* for one recent example of this tradition.) It will probably be a long time, too, before short-story writers cease to exploit such themes as that of Angus Wilson's *Raspberry Jam*, in which a little boy becomes a reluctant accomplice of two old ladies who torture a bullfinch. But decay and brutality, while they remain component parts of the contemporary fictional scene, are losing their purely fashionable appeal. It is now considered permissible for the storyteller to extend his range a bit. He no longer has to grovel in fear lest the smart critic damn him for presuming to say that the human animal can have an occasional decent or noble motive.

The revival of humanism in modern fiction is not confined to any one country. It is, in fact, as broadly international as the free printing press (which means that it is happening everywhere west of the Iron Curtain). It is happening in South Africa, as Alan Paton's *Cry, the Beloved Country* and its theatrical adaptation, *Lost in the Stars*, have made plain to American audiences. It is happening in France, as Jean Bloch-Michel's moving and sensitive *The Witness* shows. It is happening in England, as witness Hope Muntz's stirring historical novel of the Norman conquest, *The Golden Warrior*, which is significantly dedicated to Winston Churchill in memory of 1940. It is happening in Italy, where Elio Vittorini has rediscovered the essential dignity of the peasant in his short novel called *In Sicily*. Finally, it is happening in America. If you don't believe it, read Van Van Praag's war novel, *Day Without End*. Or read Morton Thompson's novel about a martyred doctor, *The Cry and the Covenant*, which has created a stir in the medical profession. Or read John Hersey's story of the Jews of the Warsaw ghetto, *The Wall*.

These are not necessarily great books, but they are all good books, and each and every one of them has a theme guaranteed to make

the reader proud of what human beings can do under stress. None of them belongs to the Pollyanna school, for in each book it is a superabundance of human evil which creates the necessity for heroism on the part of other human beings. In *Cry, the Beloved Country* race prejudice, ignorance and murder combine to dig a pit for an innocent old Zulu preacher. In *The Witness* there is a double act of cowardice. In *The Golden Warrior* "the great sin of a great man" (i.e., Duke William's megalomaniacal seizure of the English crown) brutally snuffs out a promising Saxon dynasty. In Elio Vittorini's *In Sicily* the evil of fascism blankets a whole island. In Van Van Praag's *Day Without End* there are stupid generals, insane majors and the over-all stupidity and insanity of war. In *The Cry and the Covenant* there is the unforgivable callousness of the stuffed shirt medicos who refuse for years to see that the deadly puerperal, or childbed, fever is caused by physicians who fail to wash their hands before entering the delivery room. In *The Wall* there is the cumulative horror of genocide as it was practiced by the Nazis from 1939 to 1943.

The human point of all these novels, however, is that men can rise to grapple with the evil created by other men. The old Zulu preacher of *Cry, the Beloved Country*, the Reverend Stephen Kumalo, loses his only son to the hangman for the murder of an Englishman. Yet the Reverend Kumalo's abiding faith in Tixo, his God, is ultimately rewarded when the father of his son's victim becomes the friend and guardian patron of the whole Zulu community. The coward of Jean Bloch-Michel's *The Witness* finally summons up the courage to face the implications of his own character. In *The Golden Warrior*, Harold, king of Saxon England, goes to his death with such awesome courage that Duke William of Normandy is bound by the example to respect the entire English people even in conquest. In the lyrical pages of *In Sicily* people persist in maintaining humor, tenderness and integrity in spite of a decade of persecution. In *Day Without End*, American soldiers grouse and growl and quake in fear, yet they push on for the good reason that they hate to seem quitters in front of their fellows. In *The Cry and the Covenant*, Dr. Ignaz Philipp Semmelweis, discoverer of the cause of childbed fever, dies before his theories are accepted, but his fight is taken up by others and eventually it is won. In *The Wall* the Jews of the Warsaw ghetto are borne up by the certainty that, as one of them puts it, they are all "involved in the struggle of Humanity against Anti-Humanity."

So it goes with the forever damned—but also the forever rescued—human race in the pages of seven important contemporary novels. The picture is one of human tenacity throwing up strong dikes against the ever-menacing floods of barbarity and despair. What the novelists are now telling us is that humanity, no less than murder, will out. Man's fate is never so rigidly determined by the forces of evil that it cannot be altered for the better by man's free will.

## NEVER, NEVER, NEVER

Sir Stafford Cripps once promised that the British Labor government intended to be the first socialist government in history to carry through a top-down planning of industry without resorting to forced labor. Then, to make Sir Stafford look foolish, the Labor government proceeded to use its powers of "direction" to compel workers either to stay in or to take certain specific jobs in 661 cases.

In a nation of 48 million, 661 isn't such a big figure. But it was big enough to make Britishers uneasy, as is proved by the socialist government's recent somewhat hangdog announcement that all "direction" of British labor has now been ended. The news that Labor has decided henceforward not to compel anybody to work against his will throws considerable light on the feelings expressed in the recent British elections, which were almost won by the anti-socialists. A lot of Britons brought up on the lusty line from *Rule, Britannia*, "Britons never, never, never shall be slaves," must have had such matters as labor direction in mind when they voted last month. They must have perceived that the beat of *Rule, Britannia* sounds very odd when they try to make it, "Britons never, never, never shall be slaves except in 661 cases."

## BEWARE THE PARTY LINE

Let the nation mourn with Mr. Carl Van Houten, a farmer of Cedar Rapids, Iowa. His home is—or was—on a party telephone line. The other day he discovered that his house was afire and dashed to the telephone to summon firemen. Two women were cackling over the line, and the only response Mr. Van Houten got when he cried that his house was burning down and please, could he make a call, was, "That's a good way to get the line!" So, leading his two children by the hand, Mr. Van Houten went outside and watched his house burn down.



## GRANDPA AGA

His one and only granddaughter, Yasmin, was almost three months old when Rita Hayworth's father-in-law, the opulent Aga Khan, finally got around to paying her a visit in Gstaad, Switzerland last week.

Grandpa, now 73 and some decades removed from his baby-dandling days, was noticeably out of practice. But Yasmin, though she was being handled like a sack of meal, faced the camera with full Hayworth aplomb.



STUDENTS' (LEFT) WHOSE SLOGAN IS "LEOPOLD TO THE GALLows!" RETIRE BEFORE A GRIM LINE OF GENDARMES CLEARING PLACE DU GRAND SABLON IN BRUSSELS



TROLLEY-TOP TUSSLE is waged on stalled Brussels streetcar. Most of the crowd cheered the striker (left) who

climbed up and attacked the operator while he was trying to repair his trolley. The operator finally gave up

## AN EMPTY THRONE BRINGS ON RIOTS

In Belgium, unity is only a motto



THE THRONE IN STORAGE

Leopold III of Belgium was still in exile in Switzerland, burning with anxiety to get back home and assume his throne. The throne itself was in Brussels, stored among government archives in the parliament building. Its motto, stitched in gold on red velvet, spoke eloquently in French: "Unity Makes Strength." But on the streets of Belgium's cities the violent eloquence of riots told the more immediate truth: the fight which developed over Leopold's narrow election victory last month (LIFE, March 27) has damaged the working unity of Belgium's two disparate peoples more seriously than any event since Belgium became a nation in 1830. The Flemish-speaking Catholics of the north wanted the king back. The French-speaking Walloons of the industrial south would have nothing to do with Leopold. Leopold's Socialist opposition, led by ex-Premier Paul-Henri Spaak, was determined to fight off the king's return. Its weapon: strikes. Workers left coal pits and steel and textile mills and jammed city squares in protest. In Brussels, where Fleming and Walloon have lived peacefully together, gendarmes broke up riots with their sabers. Politicians talked of possible solutions: formation of a Catholic minority government to bring Leopold back—politically dangerous; a new election, probably indecisive; the abdication of Leopold in favor of his son Baudouin, a solution which he has so far failed to accept.



**IN A WALLOON CITY**, the famous fortress site of Liège, Socialist Paul-Henri Spaak speaks to 20,000 Belgians in Place St. Lambert. Spaak championed legality of strikes as

means of thwarting Leopoldist efforts to bring back their king. Demonstration was orderly, but when anti-Leopold Communists showed up, Socialists chased them away.



**TESTIFYING FROM STRETCHER.** Tom Harris is questioned by defense attorney (holding paper, right foreground) while Defendant Turner (left) leans head on his hand.

When Harris broke down once, judge criticized examination as too rough. Courtroom seats (left) had standing room crowd throughout. Jurors' backs are shown in foreground.



**CAPTURE** of Turner and Windol Whitt was led by prison trusty "Hogjaw" Grammer (background), who found them in shack.

## MISSISSIPPI JUSTICE

**Working swiftly, it gives white man a life term for the callous murder of three Negro children**

The courtroom of Kosciusko, Miss., was packed but orderly. Even when a paralyzed Negro, Tom Harris, testified against the white defendant, Leon Turner, who was accused of murdering the Harris' three small children, the audience of 800 kept quiet. The story of the callous murders unfolded with judicial propriety. On Jan. 8 Turner and two other white men, Windol Whitt and Malcomb Whitt, who escaped from jail, got murderously drunk and burst into the home of Tom Harris, a Negro, whom they mistakenly believed had accused them of housebreaking. They killed the three children, put a bullet in Harris' spine. Next day Malcomb Whitt gave up, but Windol Whitt and Turner had to be run down (above). There was no racial rabble rousing at the trial, although it was black *vs.* white in the heart of Mississippi. A defense attorney did try to make capital out of "Yankee interest." It was ineffective. On March 21 Turner was sentenced to life, although 10 jurors argued for the chair. Windol Whitt had been given this same sentence five days earlier after trial. Next week Malcomb Whitt will go on trial. Other Southern juries have in the past month stood up to the problem of justice for the Negro. In Georgia a sheriff and his deputy were convicted of failure to protect Negro rights under the 14th Amendment. In South Carolina a jury gave two whites life terms for killing a Negro.



**THE MOTHER**, Mary Ella Harris, here being cross-examined, indicated Turner was man who did the shooting. She escaped with one child, and a step-daughter was wounded. Below, Turner on stand admits he wounded Harris "in a tussle over my gun," but denies that he killed children.



**SHACKLED**, Turner is taken to jail after conviction. He wears a new suit bought for the trial.



## NEW TENNIS THREAT

With the slam bang determination she once used fighting kids in Harlem, Althea Gibson, 22, fought through the National Women's Indoor Tennis championship in New York before losing in the finals. A lanky girl who started her athletic career by playing paddle tennis on West 143rd Street, Althea is a freshman at A & M College in Tallahassee, Fla. Her performance in the Indoors posed a question for tennis moguls: would she be the first Negro to play in the outdoor championships at Forest Hills next August?



## OLDTIME CHAMP AT

With the same enthusiasm she showed winning her first Charleston contest in Fort Worth a quarter of a century ago, Ginger Rogers, still going strong at 39, cavorted one night recently at Hollywood's Morocco with Ann Miller, top-billed movie dancer. Along with Ginger—and the rest of the country—Hollywood has gone wild about the Charleston, the dance craze of the '20s which was nudged back to life by



## THE CHARLESTON

two Broadway musicals, *Lend an Ear* and *Gentlemen Prefer Blondes*. At the Mocambo, Monday nights have been set aside for Charleston contests to the Dixieland blasts of semipro musicians who call themselves "The Firehouse Five Plus Two." Big name hoofers like Ginger, Betty Hutton and Dan Dailey do not enter these contests. "Maybe," said one patron, "they're afraid they'll lose to some frisky amateur."



## TWO-TIME WINNER

With the same aloofness she showed as a love-starved maiden in *The Heiress*, Olivia De Havilland clutched her second Academy Award Oscar at the annual presentation. Said she in a grand-lady manner that ruffled many in the star-studded Hollywood audience, "Your award for *To Each His Own* [in 1946] I took as an incentive. I have always tried to venture forward. Thank you for this very generous assurance that I have not failed." Then she whisked offstage with an air indicating she would soon be back for more Oscars.



UNTIDILY DRESSED, AN UNSIGHTLY GAP BETWEEN JACKET AND KILT, THE SQUIRREL SITS AT PIANO WITH PAWS IN IMPROPER PLAYING POSITION ON KEYBOARD

## NO-GOOD SQUIRREL

It tries to pass as a pianist

From out of Hollywood comes this example of the lengths to which certain creatures will go to get their pictures published. This squirrel is oddly small and its tail is not particularly bushy. Its Scots' costume is an outrageous caricature, its face unshaven and rodentlike. Nonetheless it is posed arrogantly at the piano exactly as though it were

capable of playing something. The truth is that the squirrel has absolutely no talent and cannot even carry a tune. The picture never would have been published, had it not been for the fact that it is a fine view of a piano. The man partially visible in the background is an actor who is appearing with the squirrel in a movie called *The Great Rupert*.

# "LUNCH IS SERVED!"

*A dandy Children's lunch*

Beef Noodle Soup      Cheese Sandwich  
Celery and Carrot Sticks  
Prune Whip      Milk

*An all-the-family lunch*

Beef Noodle Soup  
Minced Ham Sandwiches      Waldorf Salad  
Floating Island Pudding  
Coffee, Tea or Milk

*When you lunch alone*

Beef Noodle Soup      Crackers  
Lettuce with Tomato French Dressing  
Apple Sauce      Coffee or Milk



—and what a lunch! With hearty, nourishing  
Campbell's Beef Noodle Soup as your delicious  
and satisfying main dish

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Serve it once and you'll find yourself calling on it for many an occasion—including, of course, the children's lunch. For they, like the grown-ups, take to this fine soup at once—with its rich beef stock, its hearty egg noodles, its tender pieces of beef. Try it today!

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BEEF NOODLE SOUP

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that helps you have*

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CORN  
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No other well-known cereal, hot or cold, is so rich in protein—the master body builder.

**"Your Initial" Silverware Offer on Package!** Set of 4 luxurious, famous-make teaspoons (gift-quality plate) with your own personal initial, for only one Corn-Soya box top and 75¢.



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**ENJOY KELLOGG'S CORN-SOYA,  
THE TOASTY-TASTING CEREAL  
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"Can this be possible?" you ask yourself. "A cereal that can help me have a fine body?"

It's not only possible. It's here. It's Corn-Soya. It's life itself in cereal form. Sure, it has B vitamins. Sure, it has iron. Sure, it gives you energy . . . and tastes just wonderful. All that you expect from Kellogg's new cereal.

But here in Kellogg's Corn-Soya is the stuff that rippling muscles are made of . . . fine firm flesh . . . growth and staying power. This is the cereal that's really rich in protein—complete, high-quality protein, when served with milk. This is the cereal with "muscles." The cereal that has what it takes to build a fine body.

The Kellogg Company created Corn-Soya. In years to come, its benefits can be measured in the fine bodies of men and women who are boys and girls today. It can help *you* have a fine body now.



**Kellogg's**

**CORN SOYA**  
THE CEREAL WITH "MUSCLES"



## Doris comes up with LOW-COST WINNER!



### Recipe

#### BIRDS EYE SURPRISE-SURPRISE SUPPER

Surprise 1—the farm-freshness of Birds Eye Beans!

Surprise 2—the waste-free, work-free economy of them!

1 box Birds Eye Green Beans, French Style\* • 2 cups vegetable liquid and chicken broth  
 1 package (1 1/4 cups) Minute Rice • 2 tablespoons finely chopped onion  
 1 cup cooked ham, cut in strips • 6 tablespoons butter • 2 tablespoons flour  
 Dash of pepper • 1 teaspoon curry powder, if desired

Cook farm-fresh Birds Eye Green Beans as directed on package. Drain reserving 1/2 cup liquid. Add chicken broth or chicken bouillon cube and water to make 2 cups. Prepare Minute Rice as directed on package. Saute onion and ham strips in 4 tablespoons butter. Add flour, blend

Add vegetable liquid and chicken broth gradually. Cook until thickened, stirring constantly. Add cooked green beans and heat through. Serve on hot rice seasoned with remaining butter, pepper and curry powder. Makes 3 or 4 servings. (Will work equally well with Birds Eye Cut Green Beans or Wax Beans.)



TRY THIS  
25-MINUTE SUPPER.  
SO ECONOMICAL  
25¢ A SERVING!



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**BIRDS EYE**—bound to be better!



THE TRIBAL MEETING IS SUPPOSED TO BE IN SESSION, BUT NO CHIEFS HAVE COME TO FILL THE CHAIRS SET OUT FOR THEM ON THE "KGOTLA" COUNCIL GROUNDS

## NOBODY CAME TO THE MEETING

**African tribesmen refuse to hear British explain why they want to ban Seretse Khama and his white queen**

The bare and hard-packed earth of the Bamangwato tribal meeting ground in Serowe lay almost empty under Africa's hot sun. All was in readiness for the *kgotla*, the tribal council summoned by the British High Commissioner for South Africa to hear the government's decision to depose the tribe's hereditary chief, Seretse Khama, for having taken a white woman as his queen. Chairs awaited the dignitaries; white lines had been drawn where the commissioner, resplendent in dress uniform and plumed helmet, would walk between the waiting delegates. But the tribal leaders never came. Angered at what they considered British injustice, they sent word that until their chief returned from London, they would not cooperate with Britain in any way.

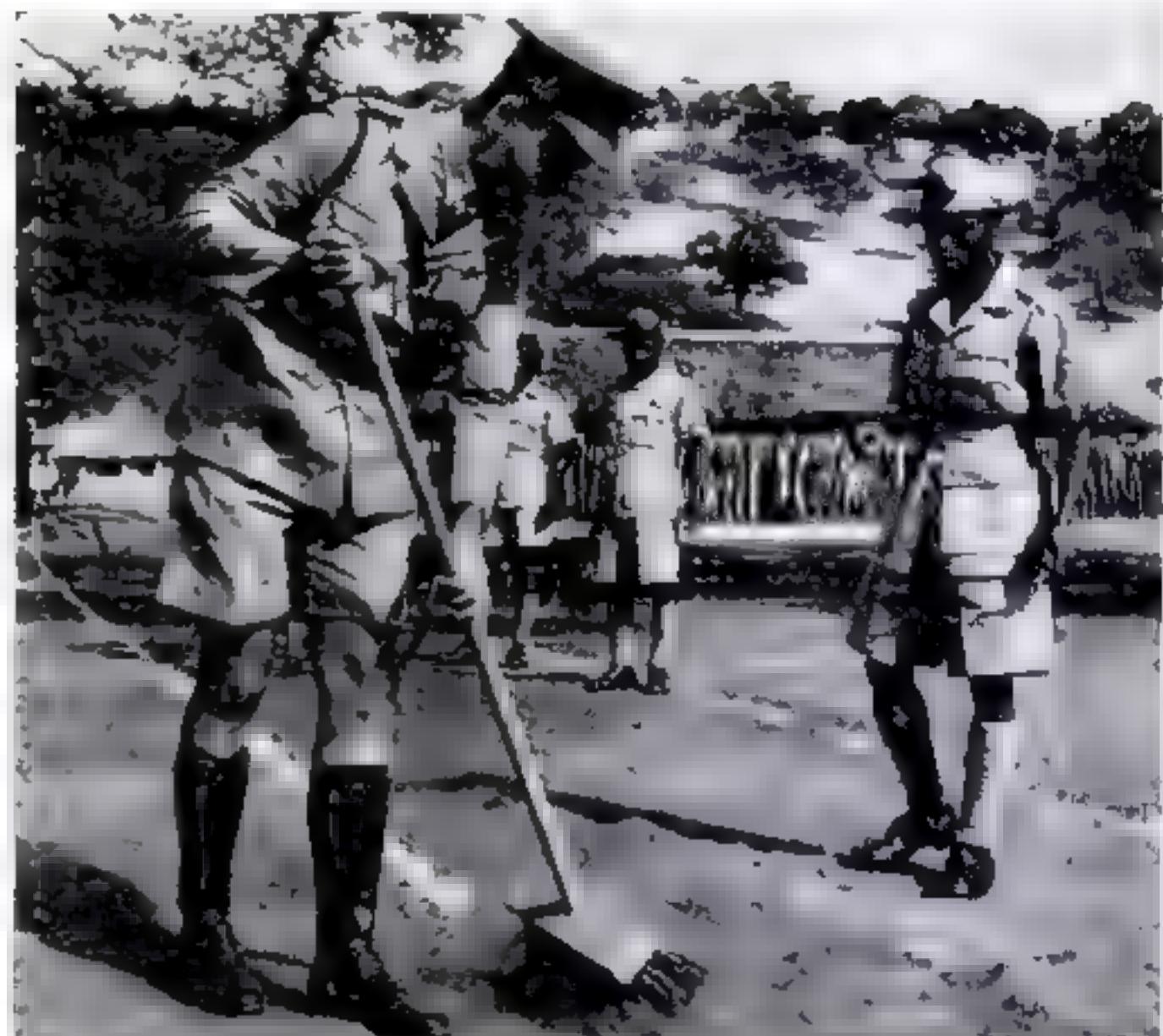
The meeting was one of the biggest flops in Britain's recent colonial history. A few weeks ago, just after LIFE (March 6) published Margaret Bourke-White's photographic essay on 28-year-old Seretse and his white queen, a former London clerk, Seretse left Africa for England. There he defended his marriage to a white woman against the British, who

feared the racial rancor that might result from it. To his surprise and anger, Seretse was told that he would not be allowed to go back to his Bamangwato home. Instead he was offered a \$3,000 annual allowance on which to live in exile for five years—after which he might be permitted to return. Bitterly Seretse refused, crying that he had been tricked. In Bamangwato his people agreed with him. While British authorities sent police in to cope with possible disorders, the natives posted guards of their own, day and night, around their white queen's house.

Seretse also found supporters in England. In the House of Commons the government was threatened with a vote on the issue which, if taken, might have overthrown its shaky majority. The government, defending its position, issued a white paper on the case. Last week, while Ruth Khama was quietly knitting clothes in Serowe for the child she expects in June, she received final word from London. The British had relented a little. They would let him come home and stay until their child was born. But then he and Ruth would have to leave.



RUTH AND SERETSE, before he went to London, were photographed on hilltop by LIFE's Bourke-White.



**BRITISH POLICEMAN** sweeps away the white lines laid out for the High Commissioner's march to *kgotla*. Looking on are native members of the police.



**BRITISH STAND** is explained to reporters by High Commissioner Sir Evelyn Baring. When tribesmen failed to appear, he held a press conference instead.



**BECHUANALAND POLICE** march away again when no trouble develops at meeting. Natives stuck to passive resistance, avoided riots and gatherings.



## Do you count your daily cups of coffee?



1. Most folks do keep a mental check on the amount of coffee they drink each day. Maybe you find yourself doing the very same thing. Because—



2. You know the caffeine in coffee can have a bad effect on some people. Make them tense and jittery—keep them from getting a good night's rest. You wonder...



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4. It's Sanka Coffee. Real coffee... with all the goodness of real coffee. 97% of the caffeine has been removed. It can't make you tense... nervous... sleepless. So...



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the worry taken out.  
Drink it and sleep!

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MONEY-SAVING  
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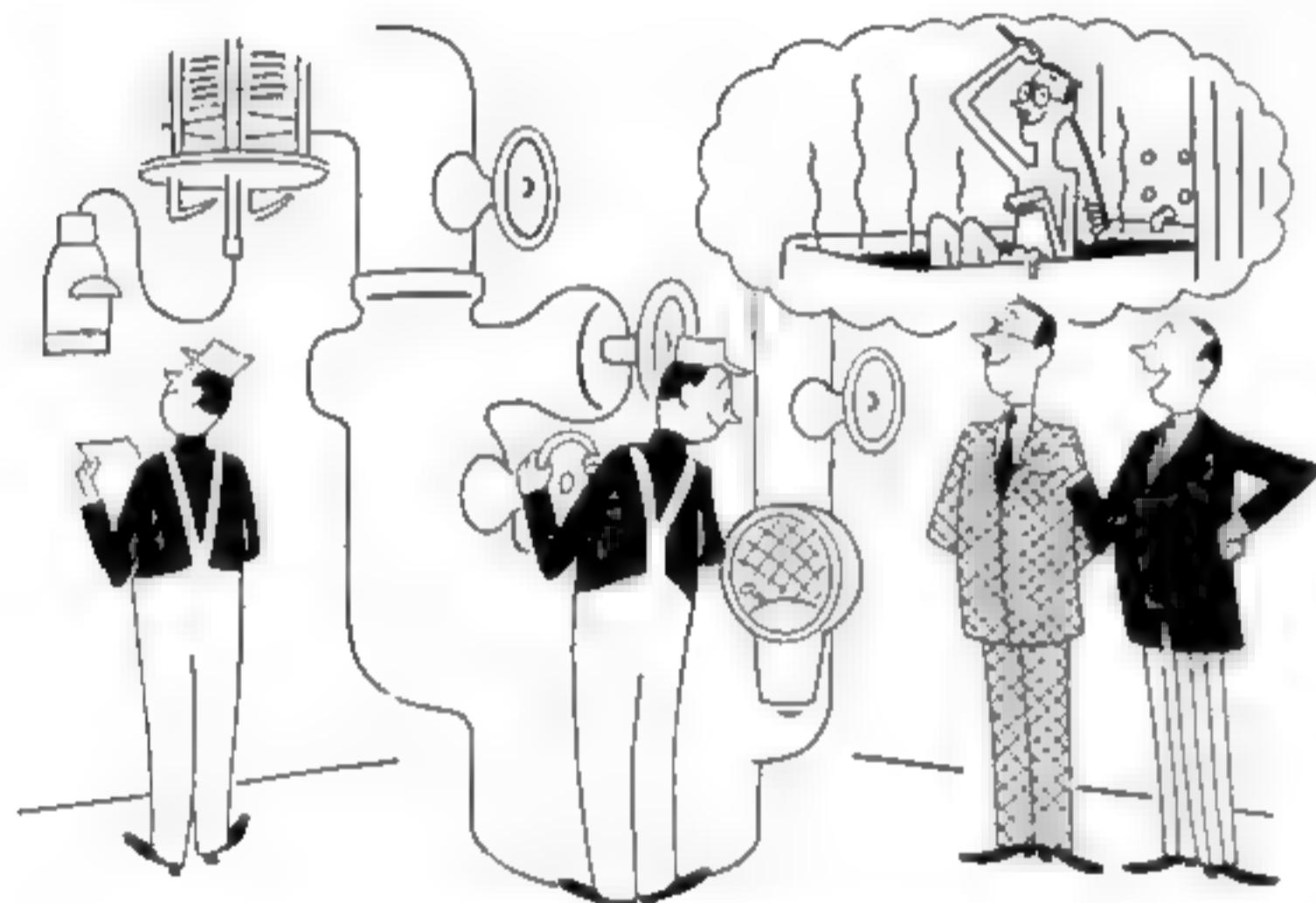
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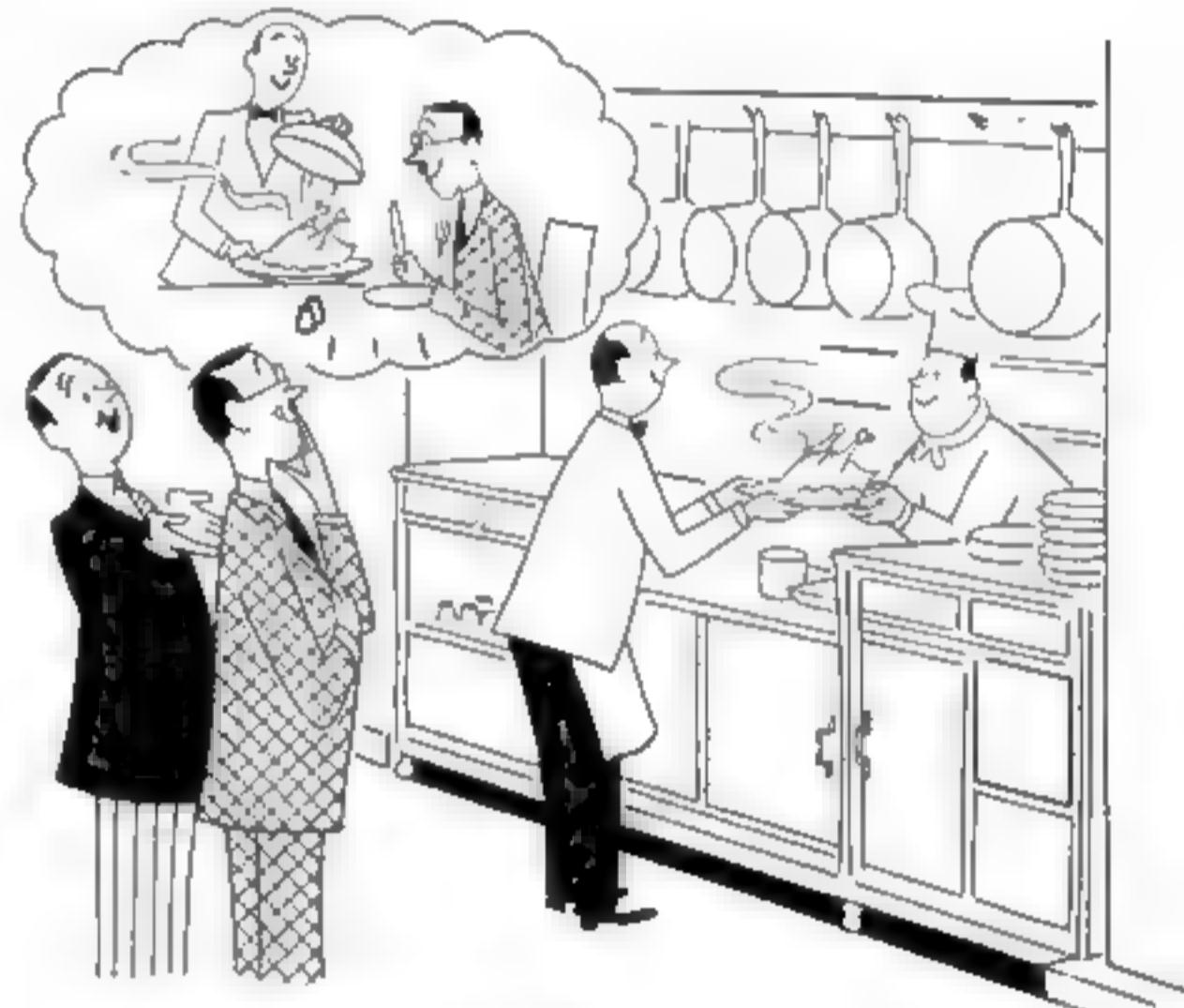
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Enjoying rooms and meals and baths and service at its best,  
Why don't you take a "Statler Tour"—a trip through our hotel,  
And learn the hidden reasons why the Statler's so darn swell!



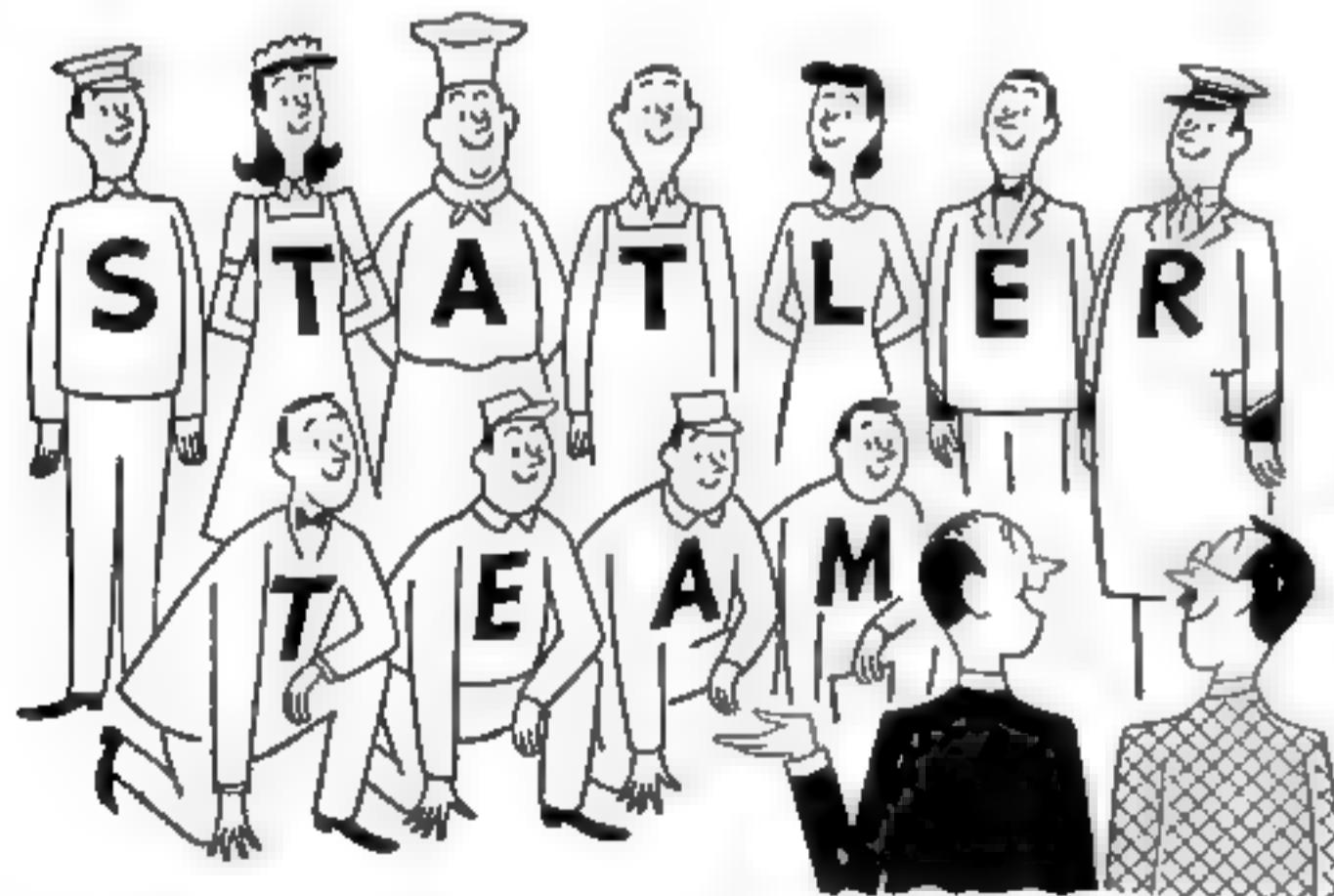
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For some make sure there's heat and light, and some are on the spot  
To guarantee that water for your bath is always hot.



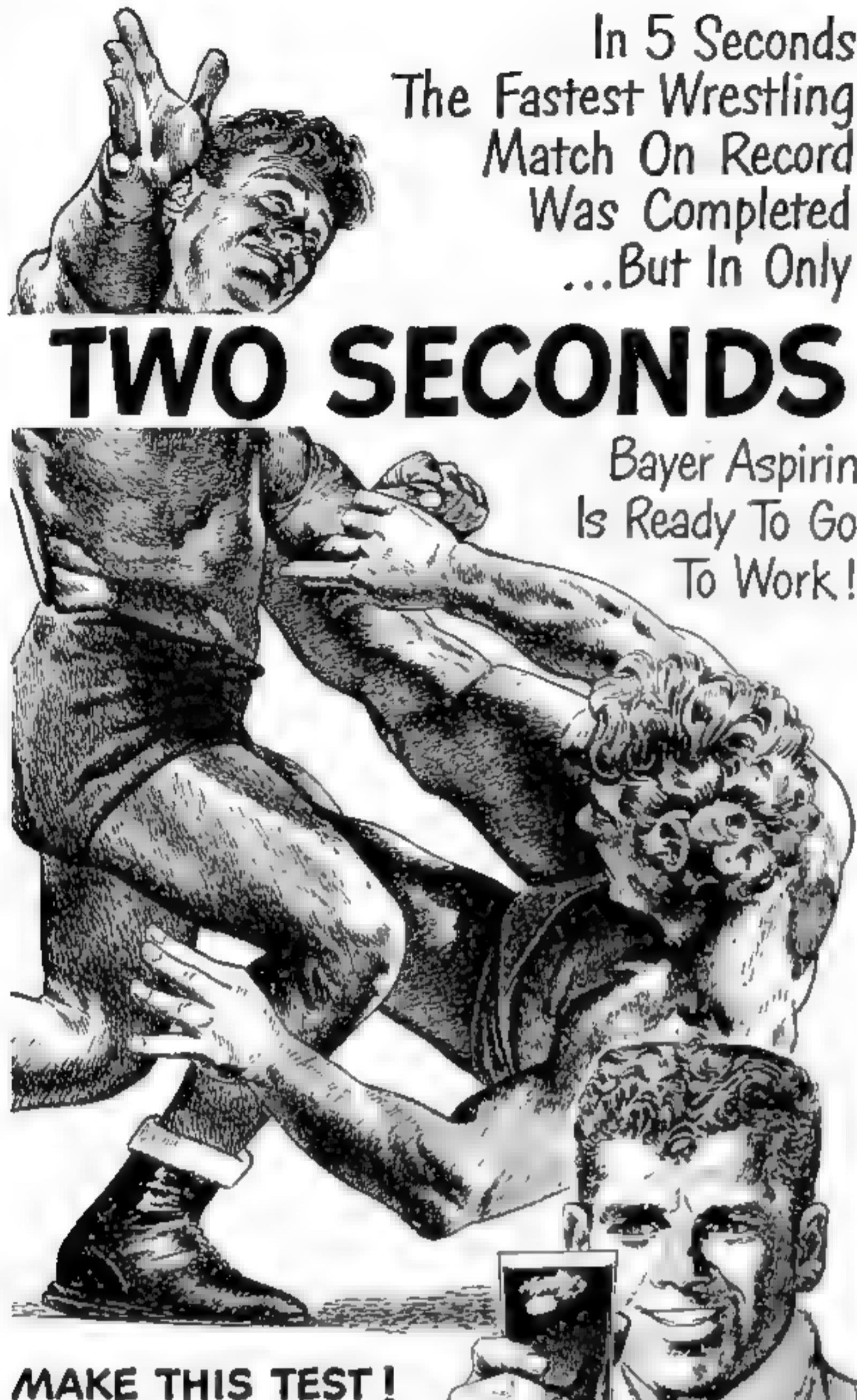
4. And here are other Statlerites you'll find it pleasant meeting—  
The "kitchen crew" whose skillful touch brings you such tasty eating.  
They're masters of the cooking art, who keep one thought in mind:  
That Statler food must be as good as any you can find.



5. To guarantee you'll feel at home . . . and we'll stay on the beam,  
Takes good and faithful effort by each member of our team.  
For Statler's friendly service isn't any magic trick—  
The folks who work at Statler are the ones who make it click!



STATLER HOTELS: NEW YORK (FORMERLY HOTEL PENNSYLVANIA)  
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In 5 Seconds  
The Fastest Wrestling  
Match On Record  
Was Completed  
...But In Only

## TWO SECONDS

Bayer Aspirin  
Is Ready To Go  
To Work!

### MAKE THIS TEST!

To see how fast it's ready to go to work, drop a Bayer Aspirin tablet in a glass of water, and time its disintegrating speed. What happens in the glass, happens in your stomach.



How fast you get relief is important when you have an ordinary headache, neuritic or neuralgic pain. And because genuine Bayer Aspirin is actually ready to go to work in *two seconds*, it brings relief that's amazingly fast.

But there's *more* to pain relief than speed. It's also important to know how dependable your pain reliever is. And Bayer Aspirin is one pain reliever you can rely upon. For its single active in-

gredient is not only *so effective* doctors regularly prescribe it for pain relief, but is also *so gentle* to the system mothers give it even to small children on their doctors' advice.

So when you are in pain, and want fast, dependable relief—don't experiment with drugs that have not stood the test of time. Instead, use genuine *Bayer Aspirin*. And always be sure to ask for it by the name "Bayer" when you buy.

**\*Because no other pain reliever can match its record of use by millions of normal people, without ill effect, one thing you can take with complete confidence is genuine**

# BAYER ASPIRIN

Seretse Khama CONTINUED



SERETSE THANKS LONDONERS AT MEETING OF COMMITTEE TO AID HIM

## RUTH PREPARES FOR HER BABY

While Seretse fought his case in London (above), Ruth awaited developments in their little home in Serowe. Her husband's friends listened with her (below) to news of Seretse's troubles. Tribal women kept her supplied with food and gifts. When LIFE's Margaret Bourke-White went to see her, she found Ruth preoccupied with plans for the birth of her child. She had her room booked already at the Serowe hospital; a native doctor educated at Edinburgh University would make the delivery. But right now she wanted to show off her baby clothes.

"At last I've got my baby things together," she said. "I have eight coats, six jackets, eight booties." She displayed yards of white silk and white muslin and lace edging. "This is all I'm going to do until I see whether it's a girl or a boy. Then I'll make dresses if it's a girl and rompers if it's a boy."

"Which do you want?" Ruth was asked. She smiled happily. "Either! But I suppose I'd really like a boy because a man likes to have a son, doesn't he?"

"You're very happy about it, aren't you?"

"Very happy," Ruth said. "We've waited for one for so long."

Then Miss Bourke-White asked her another question. "Ruth," she said, "I shouldn't ask you this. You don't have to answer if you don't want to. But everybody wonders about it. How about the color of your child? Do you do any thinking about that? How do you feel about it?"

Ruth Khama looked at her before answering the question and her blue-green eyes were very serious. "I couldn't care less," she said slowly and with precision. "I really don't care. Except if it is a boy, I would want him to be dark. And if it's a girl, I suppose I'd like her to be light."



WITH TRIBAL FRIENDS, Ruth listens on short wave to BBC news of Seretse's banishment. Bamangwato say they will pay no taxes until he returns.

# Science takes greatest step in Infant Skin Care!

THE NEW  
FORMULA

# JOHNSON'S BABY LOTION

Hospital-proved the most  
effective preparation known to

Your baby can be spared the pain and discomfort  
of the four major skin afflictions of infancy!

New Johnson's Baby Lotion actually *kills the germs* that give rise to impetigo and diaper rash. Special physical and chemical properties combine to reduce the incidence of miliaria (heat rash) and excoriated buttocks to a dramatic new low. A scientific discovery of major importance! Yet this smooth, snow-white Lotion is non-irritating to sensitive baby skin!

No other baby product known possesses such an amazing ability to kill germs, give such complete protection. Read the full story below!

## Miraculous Results from Tests Based on 10,000 Baby Days in 8 Leading Hospitals



High irritation with usual skin care methods! New Johnson's Baby Lotion was tested against generally accepted methods of treatment in 8 leading hospitals. With techniques in common use, as high as 55% of the babies suffered from skin afflictions.



Irritations reach new low with Lotion care. Among babies given routine skin care with new Johnson's Baby Lotion, the incidence of skin irritations of *all kinds* was less than 2%! Doctors were further impressed that Lotion was so effective in preventing raw buttocks.

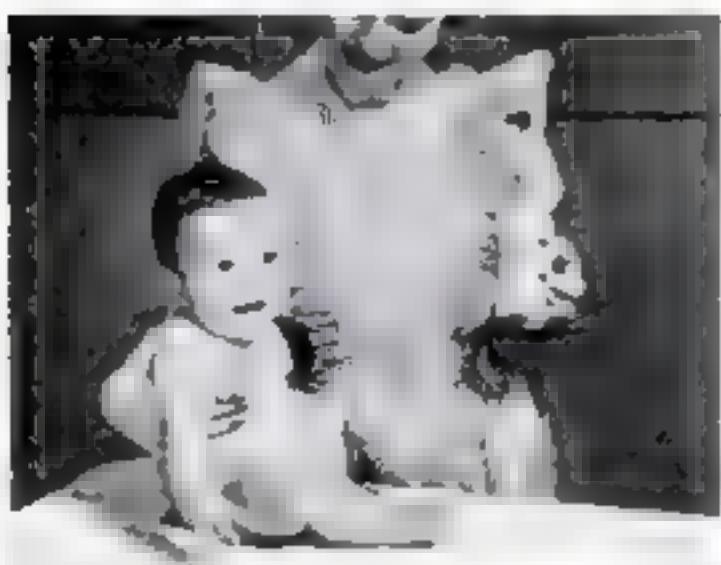


Impetigo epidemic rages. In a large Eastern hospital, impetigo spread like wildfire, covering babies' skins with raw, inflamed sores. Neither isolation nor the most rigid nursery techniques could check the epidemic, which raged for 4 months. As high as 70% of the babies suffered.



Impetigo epidemic halted! At that point, treatment with New Johnson's Baby Lotion was begun with half the babies. So successful was the Lotion in preventing and curing their impetigo that *all* babies were then given Lotion care, and within a week the epidemic was over.

## How To Protect Your Baby with Johnson's Baby Lotion



Use daily all over baby's body, after his bath. Apply a few velvety drops of Lotion and smooth on carefully. New formula keeps baby's skin softer, smoother, functioning better. And no more need you worry about the threat of impetigo, and about the common rashes that make baby fret and cry!



Apply at every diaper change. New Johnson's Baby Lotion will prevent raw buttocks; diaper rash. What's more, it prevents the unpleasant "ammonia diaper" odor, keeps your nursery smelling fresh and clean. Begin Johnson's Baby Lotion care today—give your baby the greatest protection now known!

While Johnson's Baby Lotion has been developed primarily for infant use, and its amazing effectiveness fully authenticated, an interesting question has arisen: Is Johnson's Baby Lotion effective in the treatment of such annoying adult skin conditions as acne and eczema? Doctors who worked with us during the development and

testing of Johnson's Baby Lotion have observed promising indications. But frankly, as adequate clinical data are not yet available, we are unwilling to make such claims for Johnson's Baby Lotion's effectiveness against adult skin conditions as we can positively make in the case of the four major skin afflictions of infancy.

**PREVENT IMPETIGO**  
**PREVENT RAW BUTTOCKS**  
**PREVENT DIAPER RASH**  
**PREVENT HEAT RASH**

When used every day for routine baby skin care

## Major Impetigo Epidemic Stopped by Johnson's Baby Lotion

Available in  
49¢ and 98¢ sizes

## JOHNSON'S BABY LOTION

Johnson & Johnson



# NEW PATENTED NYLONS SET HIGHER STANDARDS



## Larkwood 3V's Win on 4-Way Comparison for Appearance, Fit, Wear and Comfort!

WHEN they're all made of the same fiber, how can one nylon be distinctly better than others? Larkwood's superiority is achieved by exclusive and patented improvements, by new and better knitting methods. Its remarkable three V's—Vamp-Top (pictured below), Vamp-Toe, and Volu-Metric dimensioning—set it apart as the one stocking that's first by *all four* of the standards that count!

**LOOKS**—Center V in Vamp-Top is ingenious guide for straight seams. Exquisite sheers with hairline seams, Taper-Slim heel and Vamp-Toe . . . in fashionable and flattering "Sprightly Shades" for Spring.

**FIT**—Unlike ordinary nylons, Larkwoods are knit to conform to the leg. They are Volu-Metrically sized and shaped from toe to thigh for Small, Medium and Tall dimensions—not just made different in length.

**WEAR**—Larkwood's Vamp-Top and its Volu-Metric dimensioning reduce runs by acting as "shock absorbers" for strains and stress.

**COMFORT**—Larkwood "3 V's" feel good—supple and snug, they envelop your leg in repose or movement without pinch or bind.



You can be sure it's the patented and exclusive Larkwood Vamp-Top if it has the three distinctive knit-in V's . . . for thigh-conforming fit, better wear, straight seam guide. Ask your hosiery salesgirl for a demonstration of the "3 V's."

**LARKWOOD VOLU-METRIC NYLONS**  
LEGS LOOK LOVELIER IN LARKWOODS

# LIFE HALE, HEARTY OLD FOLK



ARTURO TOSCANINI

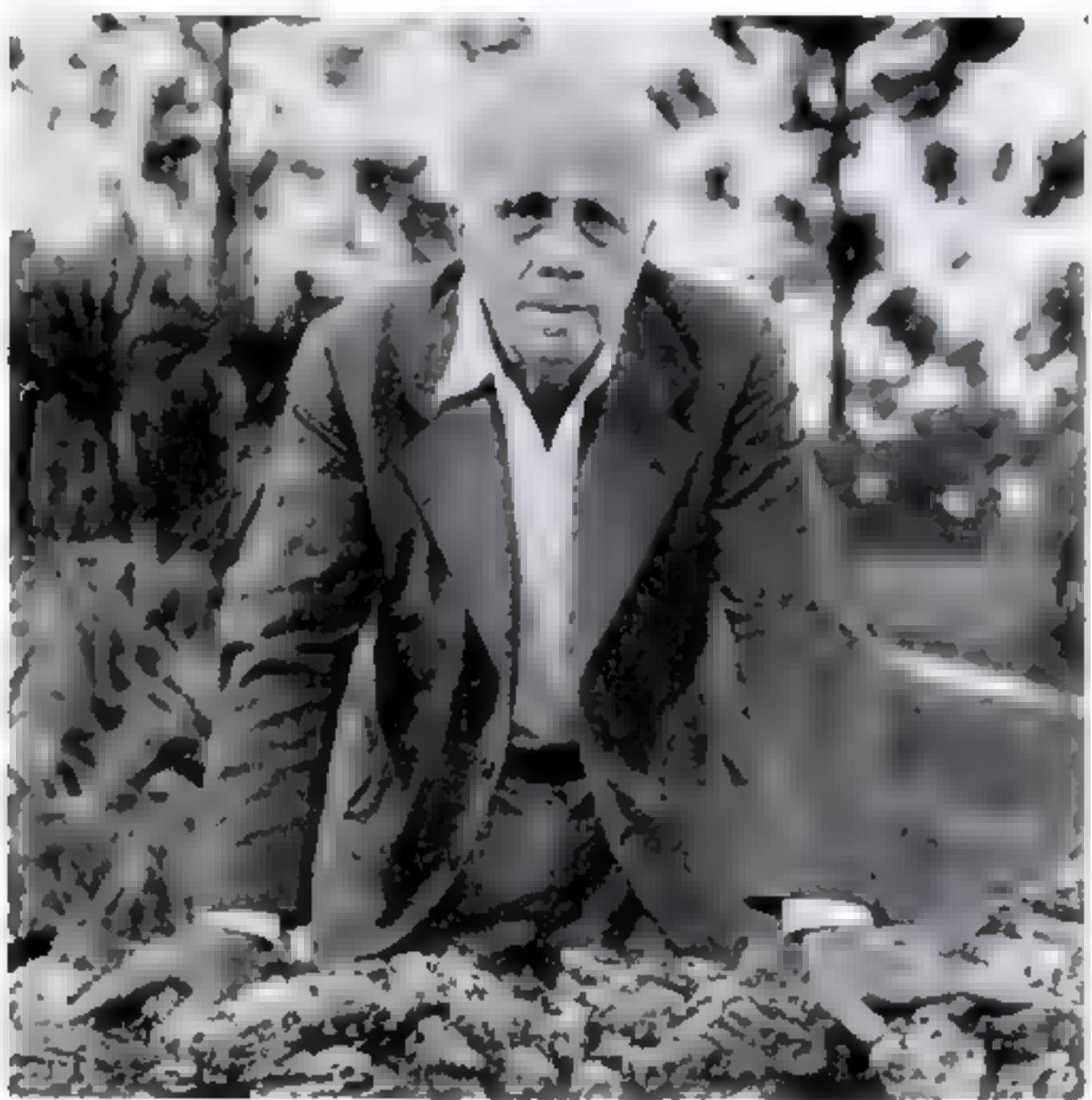
At 83, the conductor refused to let anyone make a fuss over his birthday last week but conducted his regular weekly broadcast with the NBC Symphony Orchestra—which he takes on a tour of the U.S. beginning April 14. He was still able to get through his three-hour rehearsals without sitting down. In the last few years he has become an avid television boxing fan, knows the fighters almost as well as he knows composers.



CONNIE MACK

At 87, celebrating his 50th year as manager of the Philadelphia Athletics, baseball's grand old man piped, "I hope to manage the Athletics for many years to come." Though he had turned over some of the control of his team to his sons, he headed for its training camp and watched the "A's" while he ticked off their 1950 prospects: "A stronger infield . . . adequate outfield . . . good catching . . . a better year for our pitchers."

# CONGRATULATES WHO JUST REFUSE TO QUIT



ROBERT FROST

At 75, the white-haired poet (*Birches, Mending Wall*), shown leaning over a three-foot coral wall he is building for his Florida winter home, made some birthday pronouncements: "Twenty acres of land for every man would be the answer to the world's problems. It would show them their burdens as well as their privileges." He also had some plans for his 90th year: "I'm going to bring out anthologies of other people's works."



WINIFRED ROBB, M.D.

At 77, in Danville, Ill., Dr. Robb celebrated her 49th year of practice. Widowed in 1908 (she met her husband at medical school), she went on to handle a total of 106,000 patients, including 4,100 maternity cases. She still mixed her own prescriptions (above), and had a word for any young woman who might be thinking of becoming a doctor: "Go ahead, my dear, and be of courage—you'll need a lot of courage."

CONTINUED ON NEXT PAGE



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MRS. WILLIAM E. BORAH

The 75-year-old widow of the great Idaho senator looked over her "non-partisan" collection of two donkeys and about 500 elephants with her niece, Mary Perrine. The collection, which Mrs. Borah saved during her husband's 33 years in Washington, boasted 3,000 elephants until she gave the rest to servicemen during the war. She and her niece are collaborating on a book of reminiscences. Its title: *Elephants and Donkeys*.



MR. AND MRS. CONRAD HUDGENS

After nearly 30 years of looking for gold in the Southwest without much luck, the weather-beaten, 65-year-old prospector and his wife finally struck it rich. Scratching around in the Nevada desert 34 miles from Las Vegas, they ran into a deposit of gold ore which assayed a fabulous \$3,710 to the ton at its highest. Last week the couple, who had been living a lonesome life in a tent, were beginning to have a lot of company.

*Let your own TASTE and THROAT be the judge!*

**There's never a rough puff  
in a Lucky**

*Because **Lucky Strike** Means **Fine Tobacco!***

Ray Bolger, famous star of stage and screen, as he dances in his Broadway smash hit, "Where's Charley?"



**RAY BOLGER** says:

*"Cigarettes, like dancing, must be smooth to be really enjoyable. I go for Luckies' fine tobacco!"*

Right, Ray... you can always count on Luckies to give you the real smoothness and deep-down smoking enjoyment you want. And, smokers, you can depend on Luckies because **Lucky Strike** means fine tobacco—ripe, light, naturally mild tobacco that's always smooth. Yes, let your own taste and throat be the judge. Find out for yourself—get a carton of Luckies today!



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**Lucky Strike...so round, so firm, so fully packed—so free and easy on the draw**

# Summer

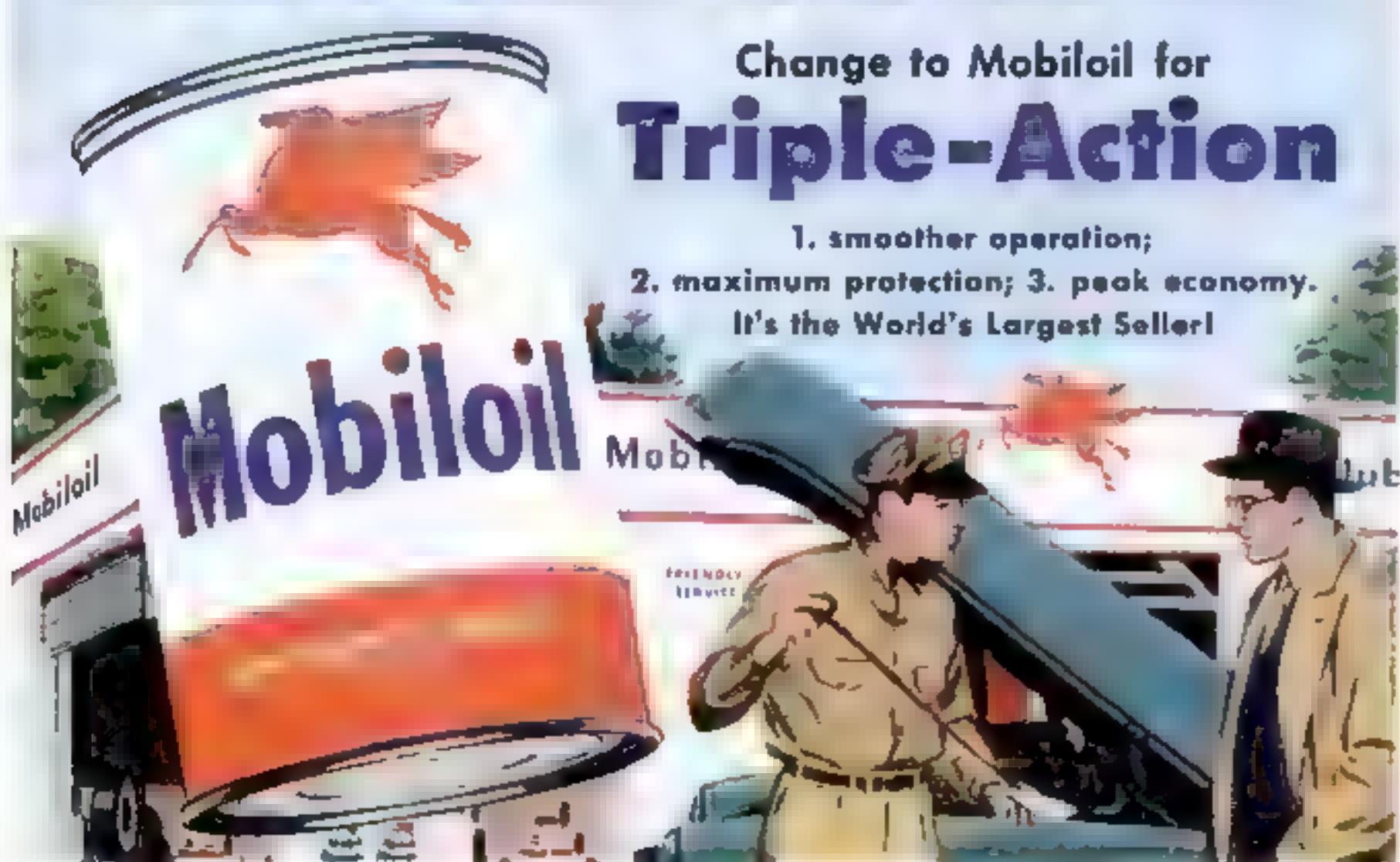


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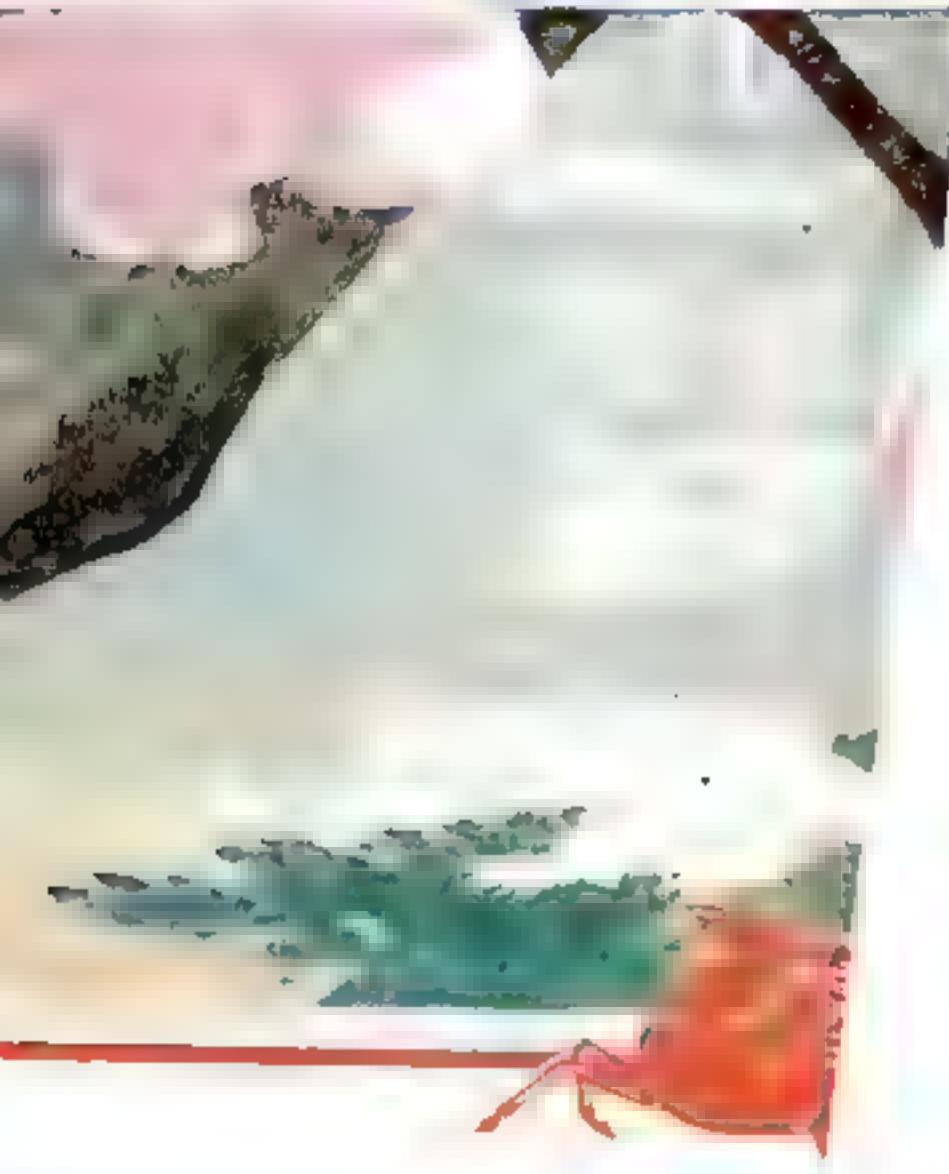
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# SUMMER

# Signal -



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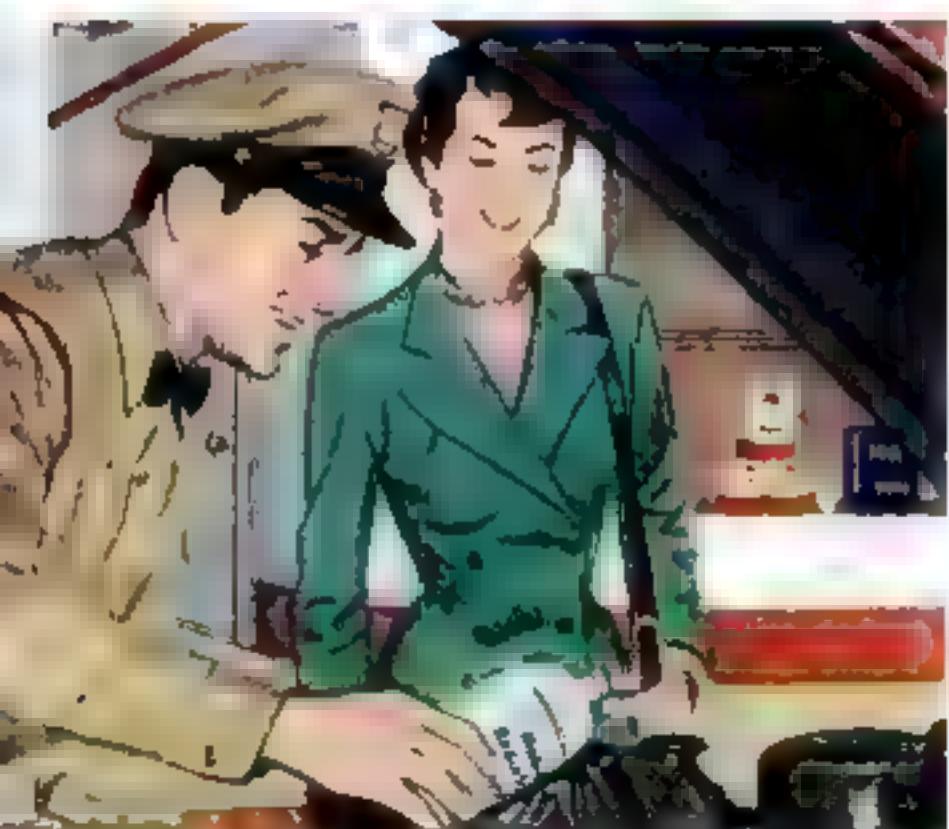
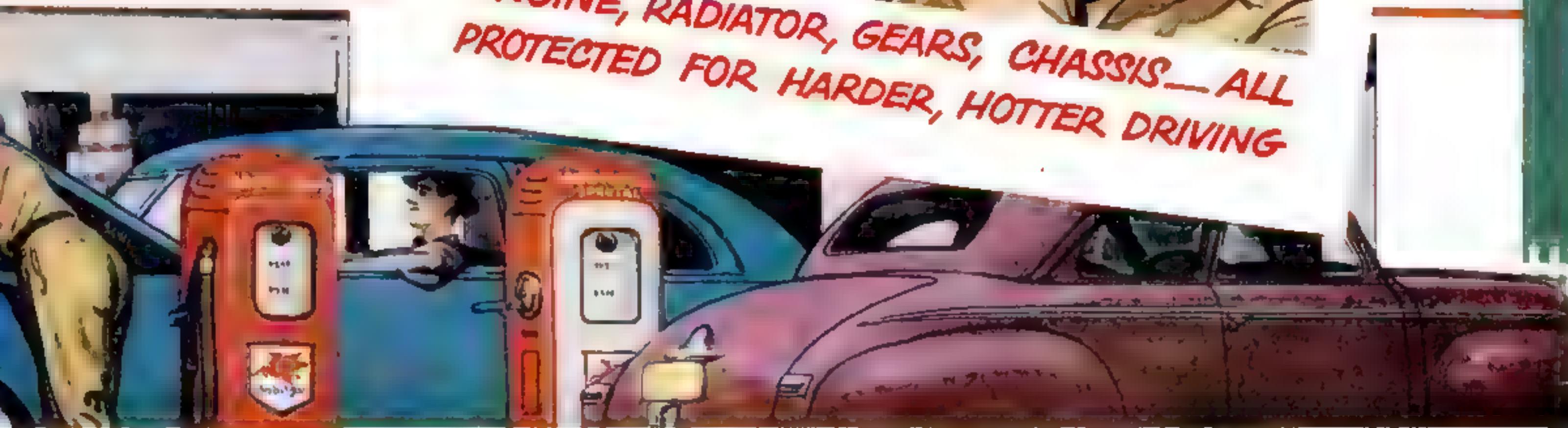
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Remember: When you "can't find words,"  
you can always find a Sampler—to speak for  
you. Try it and see what wonders it works!



*A Woman Never Forgets the Man Who Remembers*

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TOEING THE MARK, two of the princesses line up for a race in a playground near their progressive school. They are Irene (second from left), Beatrix (second from right).

# PRINCESSES AT WORK

Three royal daughters of Holland are learning about "sociocracy"

by DAVID PERLMAN

AT 7:30 each weekday morning in Bilthoven, Holland, three apple-cheeked children named Beatrix, Irene and Margriet pile out of a Cadillac sedan and pelt into a mass of bareheaded kids scrambling through the front half of a small, plain school building. At about the same moment the trio's baby sister, Marijke, is standing stark naked in her bathtub at home, earnestly gulping bath water out of a battered tin cup. One of these four, in due time, will probably become Queen of the Netherlands.

Two generations ago their grandmother, Wilhelmina, lived a lonely childhood in a Dutch palace, hemmed in by private tutors and playing sedately with stuffily noble acquaintances. One generation ago their own mother, Juliana, pored over her lessons in a single class of hand-picked little aristocrats, seated at polished desks in the royal palace, taught by a socially acceptable pedagogue. (She did, however, go on to Leiden University, where she attained the distinction of writing the school song "Hail our girls' society of women students at Leiden!") The isolated royal

families of Europe guard their dying traditions jealously today, but in Holland the 400-year-old House of Orange-Nassau is trying a modern experiment. Queen Juliana is not raising her daughters to be puppets on a ceremonial stage. They are being exposed to a progressive education, so progressive in fact that some American parents may wonder if this is education, in their sense, at all.

The Dutch, whose affection for their royal family is perhaps even warmer than the British for the House of Windsor, quite approve of their young queen's stubborn determination to keep her daughters plain folk. It is true that the queen's subjects are sometimes baffled by the near-anarchy of the princesses' education. But they readily concede it to be a queen's prerogative to give her children an unqueenly education if she so chooses.

Queen Juliana has chosen for her daughters a unique educational institution. It could hardly be called a school, and its 65-year-old principal, a pacifist and former Quaker named Kees Boeke, studiously avoids the word. He calls it a workshop—the Children's Workshop



WHEN MOTHER WAS A GIRL she put on a white dress and joined line of dancing girls in 1921 celebration.



"Her husband just bought her a new limousine but she prefers this because it carries the U·S·S label!"



DRAWING BY MARGRIET is signed in proud, if wobbly, letters. It is her impression of what she looked like in a play (picture below) in which she played the part of a cloud. The explanatory note she has written on her drawing means, "I dance. We are clouds." The girls used assumed names on the play's program.

#### PRINCESSES AT WORK CONTINUED

Community. There the princesses, along with 300 young commoners from all walks of life, choose their own studies, take tests when they feel they are ready for them, assign themselves homework, call their teachers by first names and are never, never punished.

Before dawn one morning recently I drove from The Hague across 50 miles of flat meadowland to Bithoven, which is about 5 miles from the royal family's home at Soestdijk (pronounced Soos'dike). Before the door of the broad-windowed, shabby school building I saw Kees Boeke, hale and spare, in sandals and a patched linen sport shirt open at the neck. We had only talked a few minutes when the children began to cluster around. The princesses arrived carrying briefcases and tin sandwich boxes, and joined the queue to shake Boeke's hand, singing out the Dutch equivalent of "Hi, Kees!"

I was introduced as "De Amerikaanse Heer." The princesses gave me a quick hand pump, a "How do you do, sir" in English, and raced into the building. A few minutes later I noticed a trio of gentlemen in black overcoats discreetly take up positions along the corridor. They had a faintly familiar air, reminiscent of night court or the 47th Street Police Station.

"Detectives," Boeke explained. "Assigned to the princesses. They're practically part of the faculty."

"Doesn't it sort of set the girls apart?" I asked.

"Oh, no, everybody's used to them. They're quite nice, for policemen."

Ferocious barks suddenly rose from under a clump of nearby trees.

"Police dogs," Boeke explained. "Belong to the detectives. The youngsters like to ride on their backs. They're practically part of the faculty too."

At 8 sharp an electric bell sounded, and the scuffling children disappeared into classrooms. Silence descended instantly.

"They all seem pretty well behaved," I remarked.

"Yes," said Boeke, "the children are quite conscious of their sociocratic obligations."

When I boggled at that, Boeke explained. "Sociocracy" is the code of the Children's Workshop Community. At the Workshop the children actually run things. The teachers are not even called teachers but coworkers; their charges are called workers. A group of students called the Round makes up the rules. The group's vote on its rules must be unanimous; so too must be the elections to the Round. Boeke is a firm opponent of majority rule and anything that smacks of "government." "You teach a child to be governed," he explained, "and he immediately wants to govern, to dominate, to acquire power. Teach him majority



**DRAWING BY IRENE** was done to illustrate a story she wrote for school. Its plot: One day a girl met a deer in the woods and took it home to visit her. Next day the deer left and when she saw it in the wood later, it was much bigger and much more beautiful. The horse in the drawing was just happening by.

rule and he learns only to impose constraints on the minority. We are a *sociocracy* here in the Workshop, a community governed by common responsibility. We choose no leaders and make no rules that aren't approved unanimously."

"And what happens," I asked, "when a few oppose a perfectly good project that most of the children want?"

"We try to convince every opponent. If we cannot, we abandon the project."

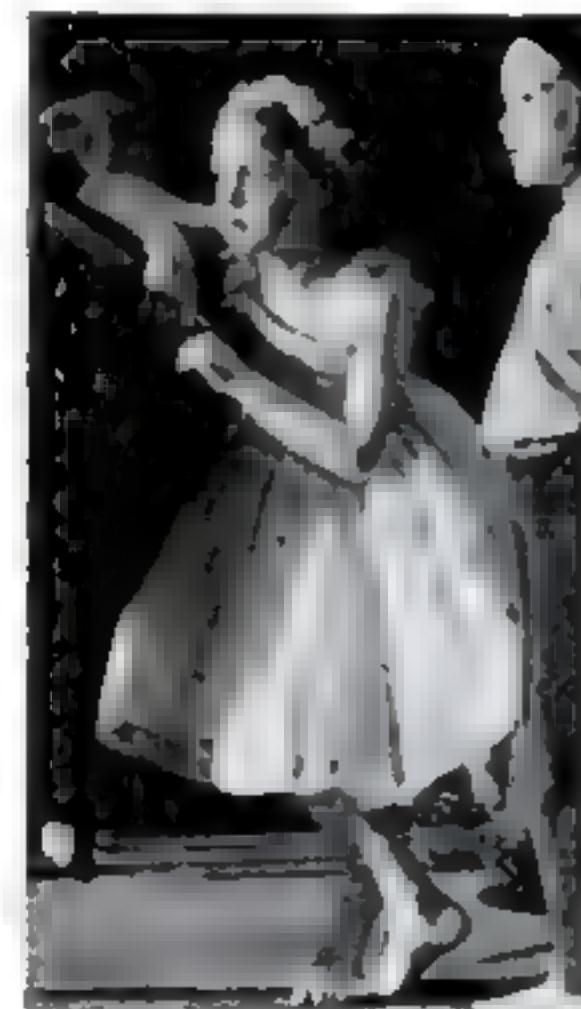
I asked Boeke what happens if a princess really misbehaves or breaks the *socio*cratic rules. Isn't she ever punished?

"No," he said. "Occasionally she may be called in for a 'talkover' to discuss her infraction with her fellow workers. They thrash out the reasons for her misbehavior together and suggest ways for improvement. It always seems to work."

Wondering whether the princesses—or, to put it more exactly, the van Oranje coworkers—as potential rulers of the Netherlands, might one day try to turn Holland into a *sociocracy*, I explored this unusual school further.

It was founded, I discovered, 24 years ago when Boeke, then a civil engineer, wanted his own eight children to develop a sense of social responsibility stronger than what he thought ordinary schools would give them. The school soon became popular and, as Boeke began accepting outsiders, it became the best known in Holland, with 300 children currently attending. Today the last of the eight little Boekes has grown up and graduated, one is on the faculty and four grandchildren attend the school. Fees are now fixed by ability to pay, with some students accepted free. The school's classes could be said to range from kindergarten through high school, but its loose curriculum makes it hard to match its groups against those of a regular school—for at the Workshop there are no grade divisions at all. Students select their own study programs from a list of some 70 available subjects. If they get bored they can drop courses. Beatrix, for instance, could take anything from Esperanto to analytical geometry. Actually she and her sisters hew pretty closely to standard elementary-school subjects, with emphasis on English, French and composition. When they feel they are ready, they schedule their own tests. Boeke told me they do exceptionally well.

These days Beatrix, a stocky 12-year-old with a snub nose and broad face, spends a good deal of extra time painting and sculpting. She seems to have considerable feeling for mass and line and a good sense of color, inspired principally by the works of Van Gogh, her current art craze. Irene, who at 10 is slim and delicate like her



**ACTRESS IRENE** rests on one bare foot while awaiting her cue.

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*"Yes folks, — before our lucky lady will accept her prizes, she wants to be assured that they carry the U·S·S label!"*



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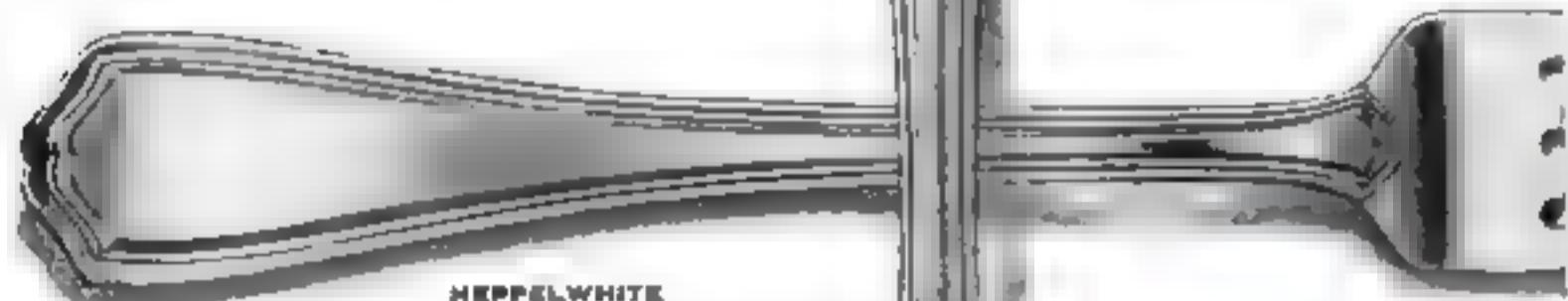


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## PRINCESSES AT WORK CONTINUED

father, is entranced by ballet and music. Small Margriet, 7, an elfish child, is still in the doll stage. Marijke, only 3, won't start preschool until next year.

During the morning I wandered from room to room, watching the children work. Except in the language classes there was no lecturing at all. I saw Beatrix in close conference with her arithmetic teacher, Irene, absorbedly drawing a map of California with another student and Margriet reading *Hans en Gretje* (*Hansel and Gretel*) to seven little boys and girls. In many of the classrooms the children worked in small groups with no teacher present, but there seemed to be no extracurricular whispering or loafing. It was a surprising example of children working simply because they liked it.

Toward noon I went downstairs to the school kitchen. Four girls and a stout cook were busy getting ready for lunch. Princess Beatrix sat in a corner, her eyes filled with tears, peeling onions.

"Once," the cook confided, "Trix didn't like to peel onions. She even refused. But she had a talkover about it, and now she always volunteers for the job."

When a bell announced lunch at 1 o'clock the children trooped through the corridors, picked up their sandwich boxes and gathered at tables in the larger classrooms. While Irene and Margriet munched ham sandwiches, Princess Beatrix moved importantly from table to table, carrying a pot and spooning out portions of mashed potatoes, carrots and onions to each child. After lunch she and her fellow KPs scrubbed the dishes in the kitchen.

Late in the afternoon Irene was rehearsing her part in a play (she was the Good Fairy), Beatrix joined a game of rounders (an ancestor of American baseball, in which her fielding is erratic but her batting good) and Margriet was in singing class. Boeke was showing me some of Beatrix's paintings when he glanced out the window and remarked,

"Oh, there's the queen coming to see me. The princesses have been away for some official ceremonies lately, and I guess she wants to help them make up their work. Excuse me, won't you?"

Outside a pleasant, matronly woman with chestnut hair was stepping out of a black Buick. She wore no hat, carried a rather shabby rust-colored woolen coat over her shoulders and had on flat-heeled shoes. Boeke greeted her informally on the sidewalk, then followed her into the building. When we were introduced she said, in excellent English, "Are you an American? How nice of you to visit the school. Interesting place, isn't it?" With that she disappeared into Boeke's office.

A few minutes later she collected her offspring and departed, all of them chattering briskly about the day's events. The other children were going home too, a few in cars but most on bicycles. I followed the royal automobile, heading for the home of Queen Juliana of the Netherlands, her husband, Prince Bernhard von Lippe-Biesterfeld, and their four progressive daughters.

At Soestdijk a white-helmeted military policeman who asked my name at the gate was the only sign that this rambling, comfortable-looking white country mansion was a royal palace. A footman in blue livery with gold buttons answered my ring. A small girl came running down the blue-carpeted, portrait-lined corridor. It was Princess Margriet.

"Who is it, who is it?" she called.

"Go on back to your room, Pietie," the footman said with a smile. Her Highness vanished obediently.

A moment later I was greeted by the children's governess, Mrs. Rita Pennink, an attractive blonde widow of 37 who had spent four



SCHOOL HEAD Kees Boeke, former Quaker missionary, was imprisoned during younger days for rebelling against authority.

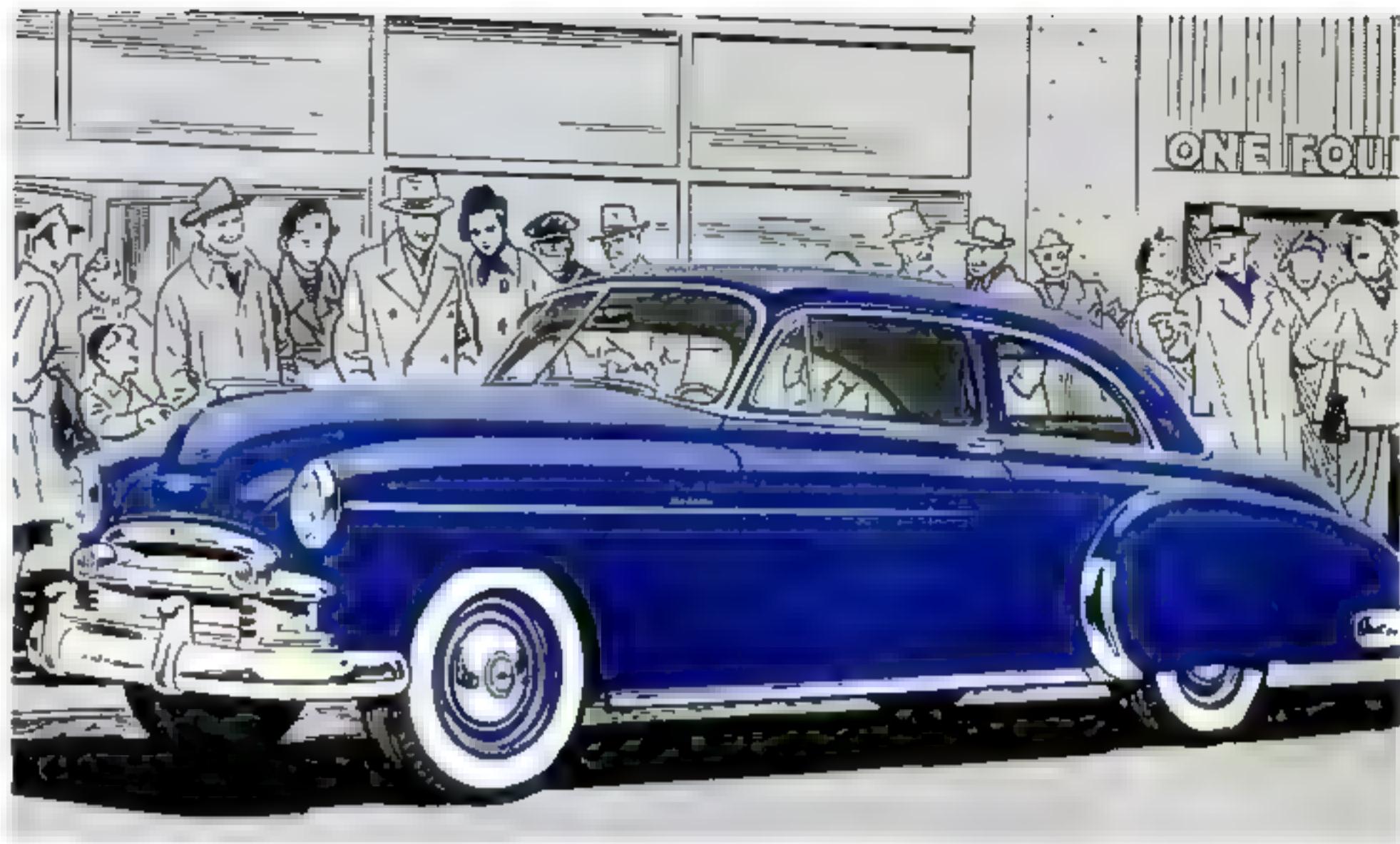


GOVERNESS Mrs. Rita Pennink is the widow of Dutch naval officer killed in the Pacific by the Japanese during World War II.



## First in popularity with American motorists

People are going for *Chevrolet* in a great, big way . . . praising the beauty of its Style-Star Bodies by Fisher . . . admiring its more powerful Valve-in-Head engine performance . . . and marveling at the many other features it shares only with much costlier cars. Yes, *Chevrolet* is first in popularity with American motorists again this year, just as it has been first in popularity for the *total 19-year period, 1931 to date!*



The Styleline De Luxe 2-Door Sedan



## and finest with widest choice of models and drives at lowest prices

This brilliant new *Chevrolet* is the only low-priced car to offer a choice of standard or automatic drive . . . the exclusive Powerglide Automatic Transmission teamed with a new 105-h.p. Valve-in-Head engine . . . or the famous Silent Synchro-Mesh Transmission teamed with *Chevrolet*'s highly improved, more powerful standard Valve-in-Head engine. Choose any one of *Chevrolet*'s fourteen luxurious body-types and you get outstanding beauty, performance and dependability.



## at lowest cost!

all these finer features cost  
you less than in any other car

All *Chevrolet* models bring you Center-Point Steering for maximum steering ease . . . the famous Unitized Knee-Action Ride . . . Curved Windshield with Panoramic Visibility and Proved Certi-Safe Hydraulic Brakes for greatest safety . . . and many other fine-car features at lowest prices. *Chevrolet* is *first and finest at lowest cost* . . . so see your *Chevrolet* dealer soon!

Combination of Powerglide Automatic Transmission and 105-h.p. Valve-in-Head engine optional on De Luxe models at extra cost.



AMERICA'S BEST SELLER...AMERICA'S BEST BUY

CHEVROLET MOTOR DIVISION, General Motors Corporation, DETROIT 2, MICHIGAN

# Fittingest "the girdle you've ever worn!"

Oh, the joy of a girdle that sits when you sit, bends when you bend, follows your every move... curbing your curves with tender firmness, with nary a pinch or pucker.

Inches of gentle give in the Nemo "Adjustable Waist" make this the slimmingest, comfiest, fittingest girdle you've ever worn. The new Nemo styles are younger, softer, prettier. From \$8.50 to \$15.00.

it has the  
Adjustable  
Waist



THE PALACE was once only a royal summer home before Juliana made it the year-round family residence. Like the U.S. White House it is used for the business of state as well as for a home, and offices take up all of the left wing. The family lives in the right wing, with room for only two overnight guests.

## PRINCESSES AT WORK CONTINUED

years in a Japanese concentration camp on Java during the war. Mrs. Pennink showed me around and we joined Margriet in her playroom. Toys, doll houses and child-sized furniture were strewn about, and in a corner Margriet was busy arranging inch-long dolls on a series of boxes. She paid no attention to me.

"Those are some presents she's just bought for her sisters," Mrs. Pennink explained. "We went shopping together in Amsterdam yesterday and she's spent all her savings."

The girls get an allowance which is the equivalent of 3¢ a week, plus another 3¢ each time they lose a front tooth and 7¢ when they lose a molar. Margriet had saved up 20¢.

We wandered into the playroom used by Princess Beatrix and Princess Irene. A ping-pong table took up most of the floor space, but there was room left over for two decks, where the girls do their homework, two makeshift playhouses and a row of chairs on which sat an enormous gallery of dolls.

The girls, Mrs. Pennink explained, had staged a circus the Sunday before on the palace grounds. Margriet had been a clown, little Marijke had been a midget and the two eldest had ridden their horses bareback. They had invited friends from school and the village, charged admission and raised 500 guilders—more than \$130. With the money they had shopped around, bought the doll collection from a group of disabled soldiers and were planning to ship them off to children in Indonesian hospitals.

"It was all their own idea too," Mrs. Pennink added.

The princesses often drive to Amsterdam or Utrecht for sightseeing and museum visits, and I asked Mrs. Pennink whether they were usually recognized as the queen's children. It gets annoying, she admitted, and Beatrix in particular has on occasion told off other children who stared at her curiously.

Once, when they were off on a vacation, crowds gathered outside

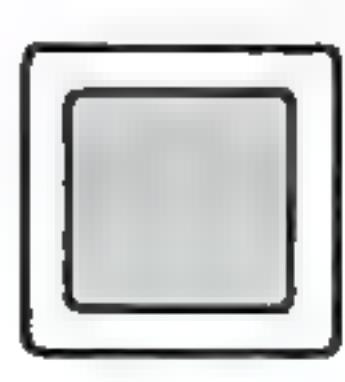
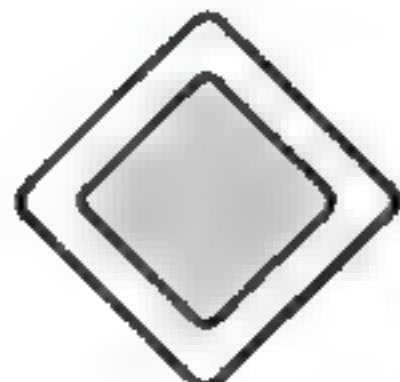
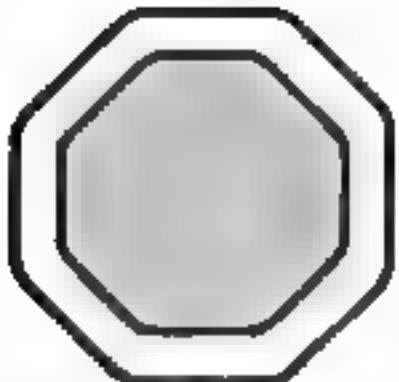
CONTINUED ON PAGE 51



THE PLAYHOUSE for the girls is more luxurious for its purposes than the palace (top). It has two rooms, including a kitchen with stove (the princesses have to cut the wood to keep the wood box filled). The playhouse has only one key, which Irene and Beatrix make a game of hiding from younger Margriet.

# BE A CHAMPION DRIVER

LEARN THE "SIGN LANGUAGE" OF THE HIGHWAY!



1. The meaning of a highway sign is generally indicated by its shape. Thus the octagonal sign means STOP.

2. A round sign indicates a RAILROAD CROSSING and forewarns you to approach it with the necessary caution.

3. A diamond shaped sign tells you to SLOW DOWN—indicating a dangerous curve, hill, or similar hazard.

4. A square sign normally indicates SCHOOL ZONE or other areas involving hazards to pedestrians.

5. A rectangular sign normally gives TRAFFIC DIRECTIONS—Keep To Right, No Left Turn, No Parking, etc.



On a dark, rainy night like this, the shape of the sign ahead tells this driver that a railroad crossing lies ahead. It alerts him in time and warns him to **approach it with caution**.



Because children are inclined to be heedless, drivers should be particularly watchful for signs indicating school zones. Caution and courtesy distinguish **the Champion driver**.

**FOLLOW THE EXPERTS—**

*Demand*

"I used the same identical set of Champion Spark Plugs in winning four major speedboat events last year, including the international Harmsworth race. Champions are true champions in fact as well as in name."

—R. Stanley Dollar



Listen to the CHAMPION ROLL CALL . . . Harry Wismer's fast sportscast every Friday night, over the ABC network . . . CHAMPION SPARK PLUG COMPANY, TOLEDO 1, OHIO

## PRINCESSES AT WORK CONTINUED

their house to watch for the princesses. Beatrix finally satisfied them by marching out onto the porch, announcing, "This is how I look in front," turning and saying over her shoulder, "and this is how I look in back. Now please go away and leave me alone." The crowd went away. Right now, however, Beatrix and Irene have developed a disguise for their shorter expeditions. They invite school friends to accompany them, and before they leave the palace they all swap clothes.

"It hasn't fooled anyone yet," Mrs. Pennink said. "But they think it does."

The children do not always try to hide their royalty. They have mugged outrageously for photographers and can mock their own roles with gusto. One day last summer while Beatrix was camping for a week in northern Holland with friends, she took them all to an ice-cream stand for a treat. A group of summer tourists recognized her and began applauding. The princess bought the cones, then deftly managed to eat her ice-cream cone with one hand and wave in mock graciousness at her admirers with the other while careening down the hill on her bicycle.

The princesses also delight in making things tough for all the photographers who swarm about the young ladies whenever they appear publicly. Once when the girls were skiing, some photographers talked Prince Bernhard into asking Beatrix and Irene to ski past a particular point for action pictures. But when the girls came flying over the hill and found 35 photographers squatting in wait for them, they whooshed off in different directions, leaving nothing to photograph but clouds of snow.

This kind of *lese majesty* humor is pretty frequent among the girls, and they delight in ribbing their father, who has plenty of time to fly his own airplanes, tinker with speed boats and teach his daughters to ride horseback. Not long ago Beatrix telephoned him from a friend's house with an offer.

"This is the Eindhoven aircraft plant," she said in a crisp secretarial voice. "We have just completed the first helicopter to be built in Holland, and we would like to present it to Your Highness as a gift."

The prince delightedly agreed to receive it the next day. At the appointed time Beatrix and her sisters formally presented him with a small box.

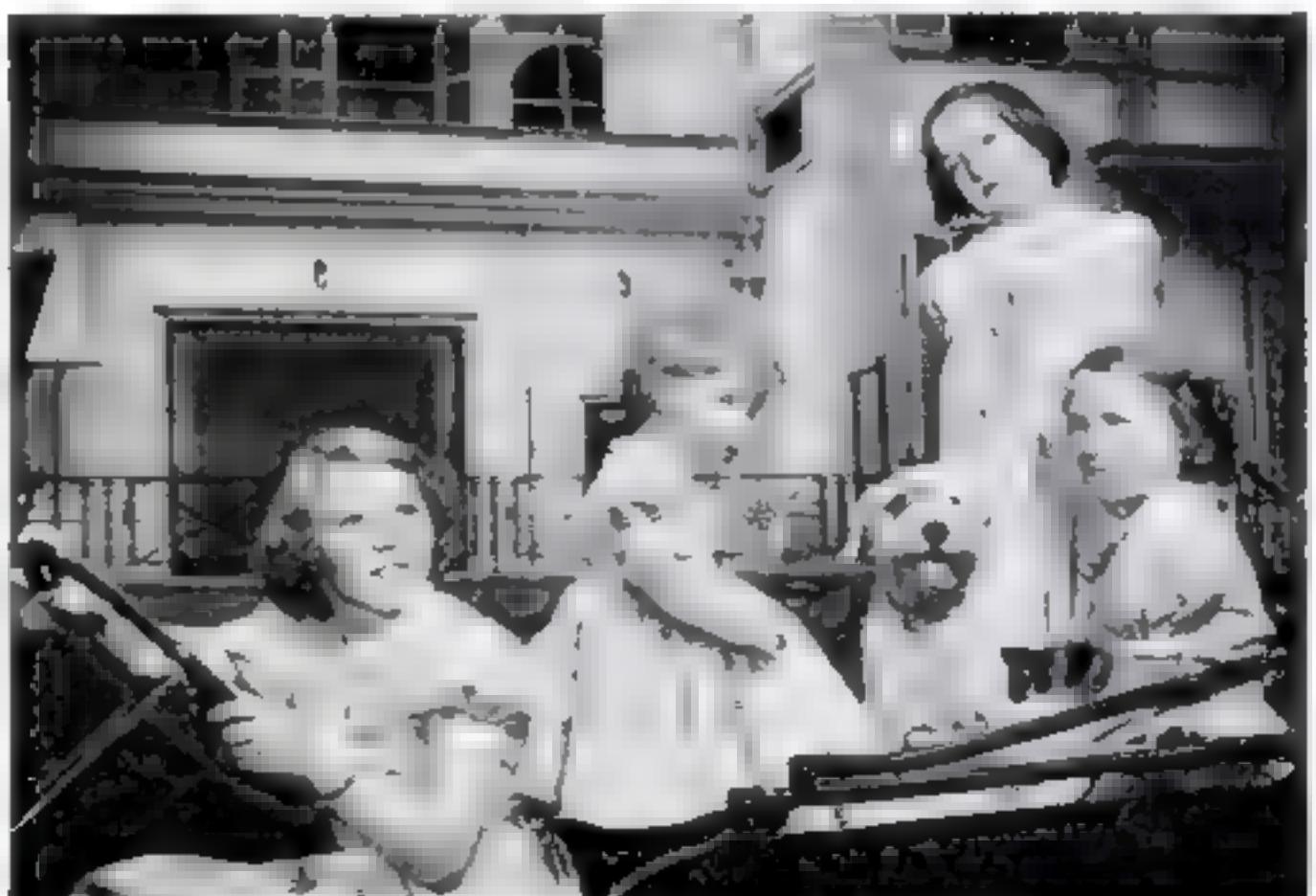
"Here's your helicopter, Daddy," said Beatrix. It was a 2-inch castoff from among Margriet's toys.

While Mrs. Pennink talked of the children's life, we tramped around the palace grounds. It all looked like the pleasant, expensive estate of any wealthy American. There were no guards, no walls.

I recalled the queen's own words several years ago when she and her children were war refugees in Canada. "You will see our children among you quite often," she said then, "for we do not like to lock ourselves up—it just is not our nature. . . . I hope you will be kind to them. . . . Above all things, they smile quite easily. Please give them your smile, and they will be happy and they will ask for very little more. . . ."

As I left the palace I passed Margriet's playroom again. All the children were sitting around the queen, listening to her read them a story before supper.

"Once upon a time," the queen was saying, "there was a beautiful princess who lived in a great, big palace. . . ."



FOUR GIRLS IN A JEEP with one of their four Sealyhams sit for a unique family portrait. They are, from wheel to bumper, Beatrix, 12, Marijke, 3, Margriet, 7, and Irene, 10. The jeep was inadvertently supplied by a state visitor who drove to the palace on business, soon found the girls perching all over it.

# Jog 'em up, Jog 'em down with Mansfield Jogs!



BELIEVE US, you'll look your carefree best in these jaunty *Jogs!* Feel great in their easy, roll-along fit, cushioned by thick, lively rubber soles—and try to wear 'em out!

Sail along in these husky Mansfield cruisers—you're on the beam and going strong! \$9.95. Mansfields start at \$8.95.

JOGS

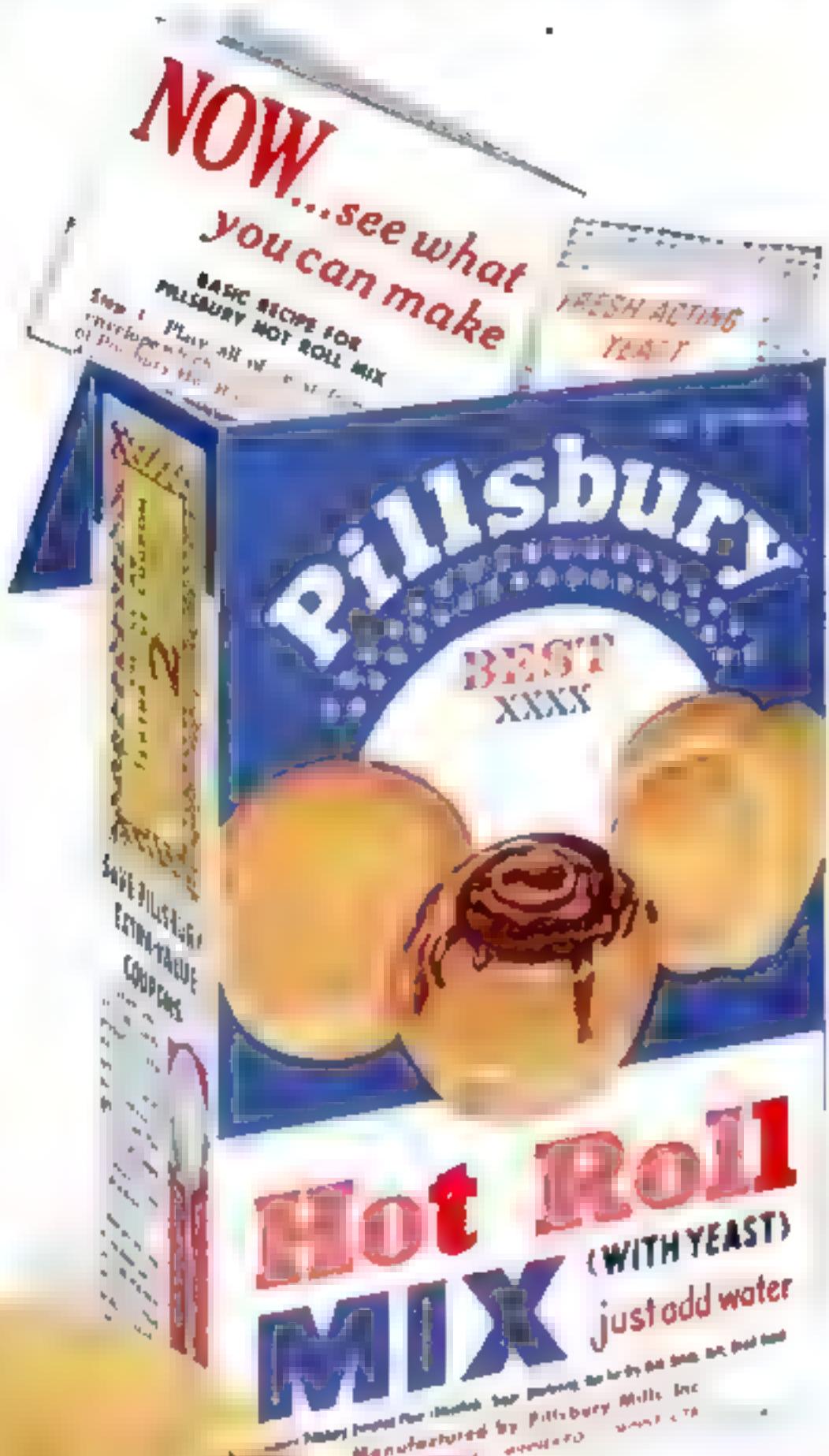
\$8.95

Boys' sizes start at \$6.95  
Slightly higher in the West.

# Mansfield

# RECIPES

*are right in the package...for making delicious*



*Coffee cakes, sweet rolls,  
raised doughnuts, too,  
now easy to make. Recipes  
for many of your favorites  
are on new recipe folder in-  
side the package.*

# Hot Rolls

*and many other fine baked things in  
1/2 the making time*

*(Compared to your standard cookbook recipe)*

Now—in far less time—you can make sweet rolls, dinner rolls, coffee cakes, raised doughnuts, and other favorites! Just follow Ann Pillsbury's easy new recipes on the folder inside the package. Fresh-Acting Yeast is also included, in new, specially protected yeast packet, to help give you extra speed and perfect results every time you bake.

*You and Ann Pillsbury  
can make a great team*

Ann Pillsbury has developed a new hot roll mix in her kitchen to save you time in your kitchen, and give you perfect results every time.



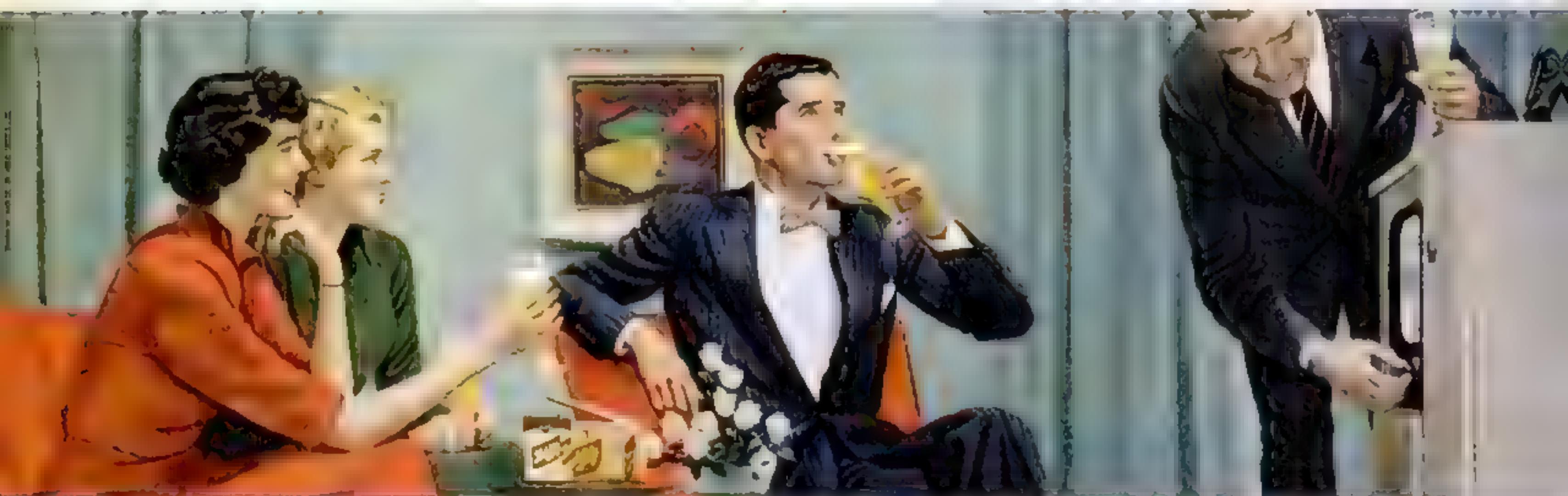
*3 Original Rogers Silverplated Teaspoons,  
Exclusive Lucy Ann pattern, only 50¢ and  
8 coupon values. Send to Pillsbury 'Box 150,  
Minneapolis, Minn. Write for free premium  
booklet on Pillsbury Premium Plan. Savings up to  
50% on complete silverware service and other val-  
uable articles. Extra-Value coupons with all Pillsbury  
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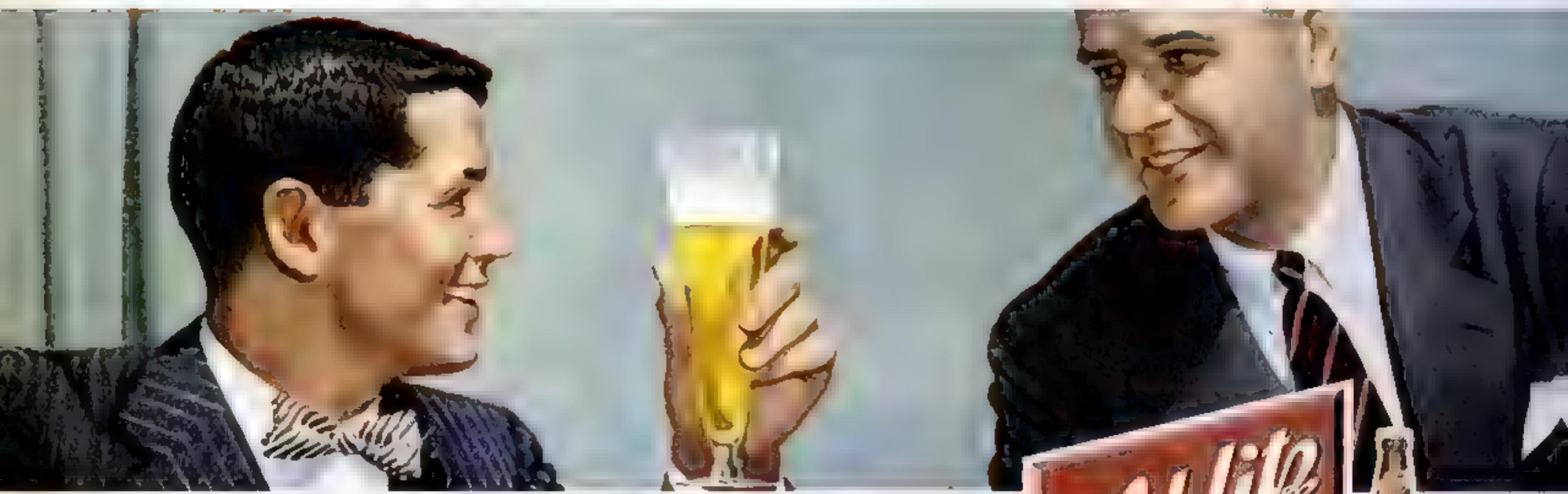
*The New, Improved*  
**Pillsbury HOT ROLL MIX**  
*(WITH FRESH-ACTING YEAST)*



*"I was curious..."*



*I tasted it...*



*Now I know why Schlitz is...*

*The Beer that made Milwaukee Famous!"*

TUNE IN! Mr. — Mrs. Renata Cownan, "The Halls of Ivy. Friday nights on NBC



© 1950 JOS. SCHLITZ BREWING CO. MILWAUKEE, WIS.

# "I AM PREPARED TO DIE"

**Murderer, awaiting execution, repents and is baptized in icy stream**

In Charleston, W. Va., one night last July two men who had been drinking heavily all day suddenly knocked down a perfect stranger and, holding back the crowd with a knife, took turns senselessly stomping him to death. Both were convicted of murder and sentenced to die. Last month one of the men, 36-year-old Harry Burdette, a professional pool-hall gambler, whose electrocution is scheduled for April 11, asked a minister to baptize

him. Guarded by the sheriff and 10 deputies armed with shotguns, he was escorted to a nearby creek. While a crowd of 1,500 lined the bank to watch, two ministers of the Free Salvation Baptist church lowered him into the icy water. "I am now prepared to die," said Burdette, who had meanwhile converted seven fellow prisoners. One of them, his murdering partner, Fred Painter, hopes to be baptized sometime before his own execution on June 9.

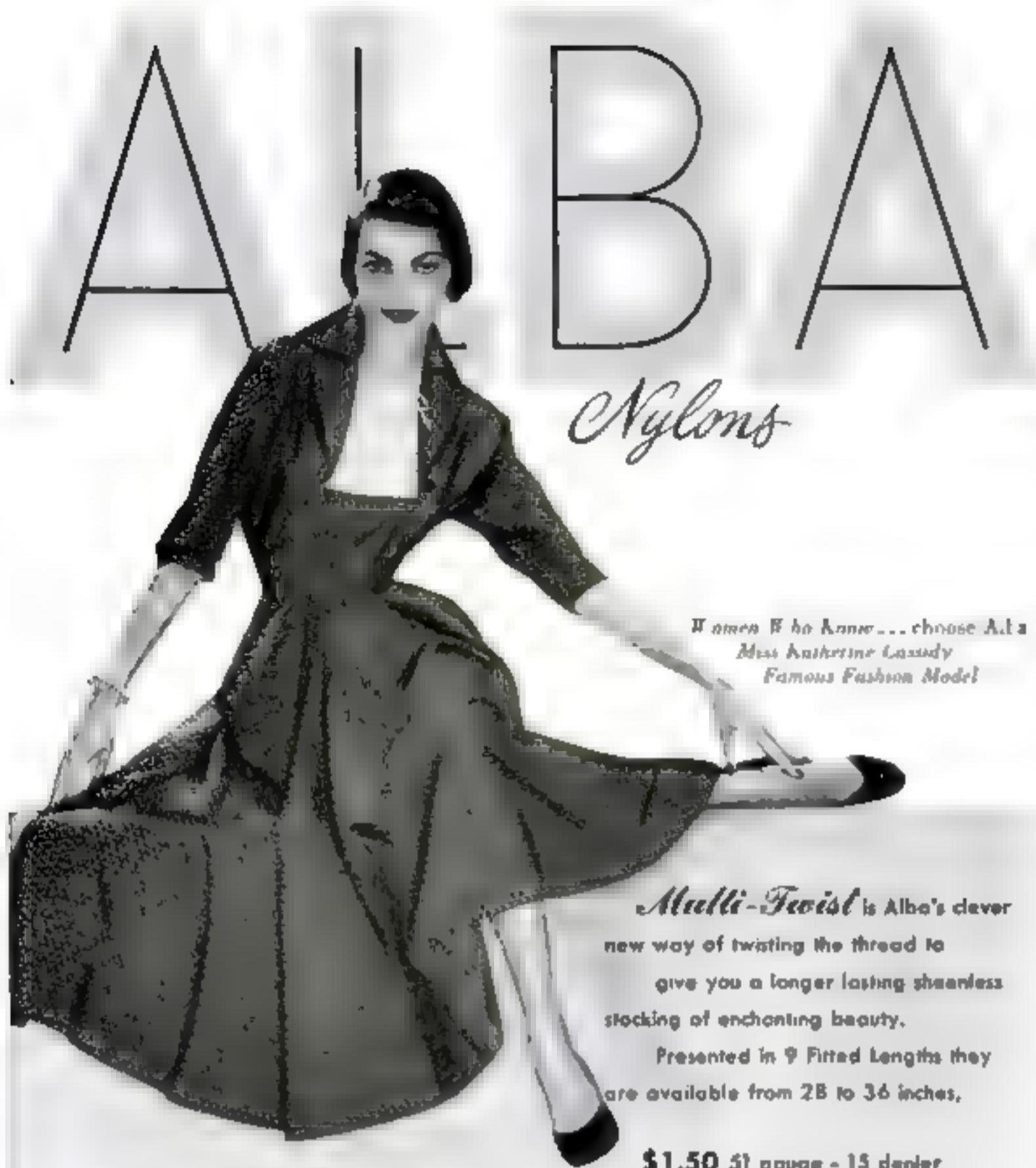


CARS CROWD HIGHWAY ON ROAD TO BAPTISM STREAM

**SNEEZING AND SHIVERING AFTER IMMERSION IN STREAM, BURDETTE IS HELPED UP BY TWO MINISTERS, ONE OF WHOM (RIGHT) IS HANDCUFFED TO PRISONER**



CONTINUED ON NEXT PAGE



A PRODUCT OF PILOT FULL FASHION MILLS, INC., VALDESE, NORTH CAROLINA



"Prepared to Die" CONTINUED

## OTHERS JOIN BURDETTE BAPTISM



**UNSCHEDULED BAPTISM** took place when a girl, who came to watch, grew so excited that she asked to be immersed. Nine other spectators did this.



**SCHEDULED BAPTISM** is performed for one of six people who had arranged with preachers to be immersed in Two-Mile creek on the same day as Burdette.



**SHIVERING BOY** struggles for a footing. To prevent a disturbance sheriff delayed bringing Burdette until more than half of the crowd dwindled away.

We've come for another round of shoes with...



# AVONITE SOLES

MORE THAN  
TWICE THE WEAR  
OF LEATHER

they're the longest wearing soles we've ever had!

AVONITE Soles are the budget's best friends. You save the price of resoling children's shoes, because AVONITE Soles usually wear until the shoes are outgrown. In a family, such savings count up.

They *protect foot and body health*, are *waterproof* and *weatherproof*. AVONITE material is scientifically created just for shoe soles . . . a copolymer resinous blend, *will not draw the feet*. It is *firm, tough, lightweight*, and keeps shoes in shape all through their longer life. AVONITE Soles need no breaking in, are *flexible* and *comfortable* right off. *Dance on them, play on them, work on them*, they'll never mark a floor. AVONITE Soles are your guarantee of more shoe value.

SOLEMARK  
of QUALITY

AVONITE  
SOLES

AVON SOLE COMPANY - AVON, MASS.  
FOR THIRTY-EIGHT YEARS SPECIALISTS IN QUALITY SOLE MATERIALS

...on all shoes - for the best ones



# NEW COOKIE FOR EASTER

Four-piece gingerbread rabbit takes only half hour to bake and assemble

A week from Sunday children all across the country will wake up to a traditional world of bright green straw, gaily colored eggs and numberless jelly beans. They may also, if their parents are up to date and handy at the art of cookie construction, find in their Easter baskets the portly rabbit shown on the opposite page surrounded by the customary holiday morning edibles. A departure from the conventional Easter bunny, this is a three-dimensional gingerbread beast which is constructed and assembled according to a pattern devised by John Peter, New York design consultant.

Trying to find a new kind of Easter present for his three young daughters, Peter worked out the pattern shown on the next page, adapted a recipe of his wife's (below) and produced a four-piece rabbit which can be cut out, baked and put together in half an hour. Easy to make, Peter's rabbit will stand up by itself as an Easter basket decoration or table centerpiece. It is also very good to eat.

The following recipe makes a minimum of four gingerbread rabbits:

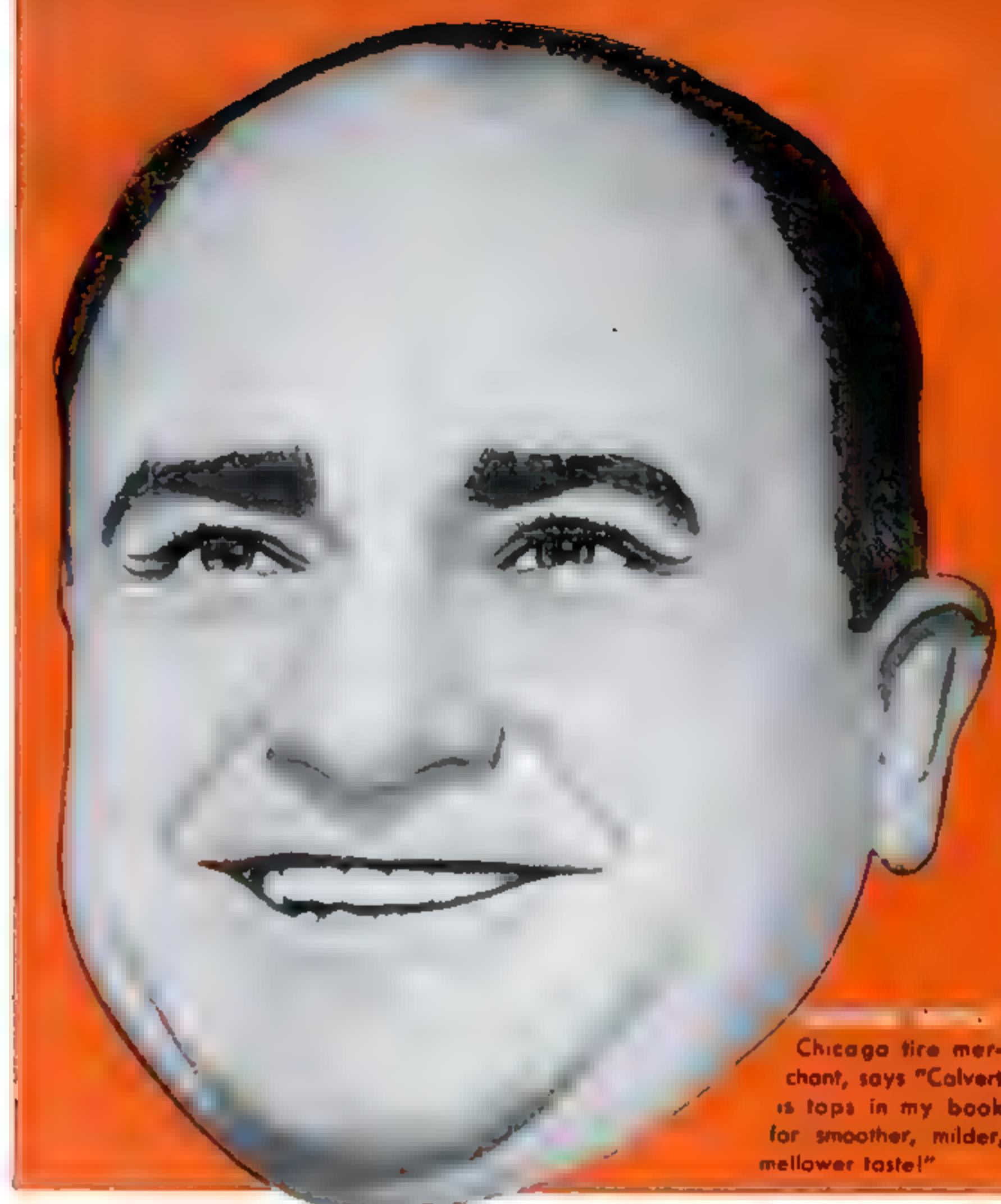
4½ cups sifted flour	½ teaspoon nutmeg
1 cup sugar	½ teaspoon cinnamon
2 teaspoons ginger	1 cup shortening
½ teaspoon salt	1 cup dark molasses (approximate)

After sifting dry ingredients, cut in the shortening with knife or pastry blender. Add molasses slowly until dough just sticks together. Roll dough to  $\frac{1}{4}$  inch on a lightly floured board. Place patterns (next page) on dough and cut around them with a sharp knife. Bake on lightly greased cookie sheet in a medium oven (375°F.) for 10 minutes. Cool cookies on a cake rack, trim the notches and assemble as shown below.



**TO CONSTRUCT COOKIE** place cutout patterns on dough and cut around edges with a sharp paring knife (1). After baking, cooling and trimming rough edges, work leg piece gently into lowest notch of body (2). Arm piece slides into second notch (3) and ears are added last (4). Leg crosspiece enables the rabbit to stand by itself. Red ribbon or raisin eyes make additional decoration.

CONTINUED ON NEXT PAGE



Chicago tire merchant, says "Calvert is tops in my book for smoother, milder, mellower taste!"

## ACCORDING TO HOYLE- (And thousands of men like these agree)



MARK BLAKE, from S. Charleston, W. Va., switched to Calvert "for its smoother, lighter and better taste!"



EARL E. LAUER, St. Louis, Mo., entertainer, switched to Calvert "because its milder flavor is tops in any drink!"



MICKEY WOOLF, Detroit orchestra leader, says, "I, too, switched to Calvert because it's smooth and mellow!"



CHARLIE RYAN, a sales manager from Baltimore, switched to Calvert "because it's always the best buy!"

It's Smart to Switch to  
**Calvert**  
Reserve



Lighter Smoother Tastes Better

CHOICE BLENDED WHISKEY, 86.8 PROOF, 65% GRAIN NEUTRAL SPIRITS CALVERT DISTILLERS CORP., N.Y.C.



NEW COOKIE CONTINUED

## MAKING THE PATTERN



DESIGN FOR RABBIT shown here should be traced on a sheet of thin cardboard and then cut out. Arms (1), ears (2) and legs (3) expand slightly in the baking process so notches must be trimmed afterward in order to fit smoothly into body section (4). This pattern makes a rabbit almost 6½ inches high.

**Kodak**  
TRADE-MARK



When Easter brings out  
the new bonnets and  
bunnies - it's camera time!

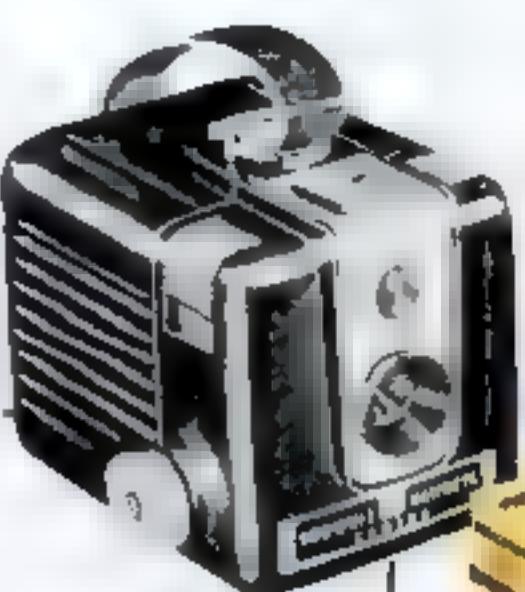
## Snapshots tell the story best

The world looks so fresh and new around Easter. And people are at their best, too. It's a fine time to remember... with snapshots.

You'll see many chances to keep precious memories if you have your camera along and two or three extra rolls of Kodak Film on hand. And you can share those memories with others by getting extra prints.

Eastman Kodak Company, Rochester 4, N.Y.

A wonderful birthday gift for the young folks—a Brownie Camera!



Brownie Hawkeye  
Camera, \$5.50 - Simple  
and reliable, with a  
modern flourish in design.  
Negatives, 2 1/4 x 2 1/4,  
make sharp, attractive  
enlarged prints. Price  
includes Federal Tax.



Tear off this corner as a reminder to  
get some Kodak Film. Size.....

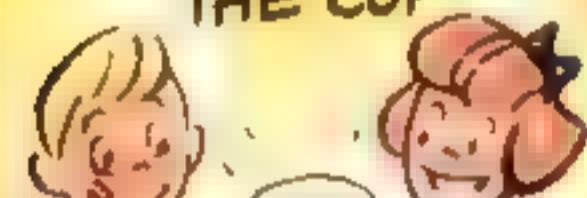
HURRY!  
HURRY!  
HURRY TO

# ELSIE'S

Quick tricks and penny-

ASTONISHING  
DISAPPEARING ACT

**BORDEN'S**  
**INSTANT MIX**  
HOT CHOCOLATE  
YOU MAKE RIGHT IN  
THE CUP



Hurry!  
Hurry!  
Hurry!

Get the best hot chocolate you ever popped a marshmallow in!

It's Borden's Instant Mix. So chocolatey-rich! So easy to make (right in the cup)! And best of all, so good for you. Vitamins B<sub>1</sub>, D and Iron have been added to this delicious chocolate. Try some today!

Hear 'em roar  
for more



**Borden's**  
Super  
de luxe  
**MALTEDS**



For the world's creamiest, frothiest malted milk, get a can of Borden's Super de luxe Milk.

It's a great deal and a real penny-saving way to get the creamiest, Borden's Super de luxe Milk. And it's so good, you can never eat just one. Just keep it up and you'll be a real "Malted Milk" fan. BORDEN'S Chocolate Malted Milk.

Do Feed  
The Children

None Such  
Mince Meat

Cookie surprises for one and all

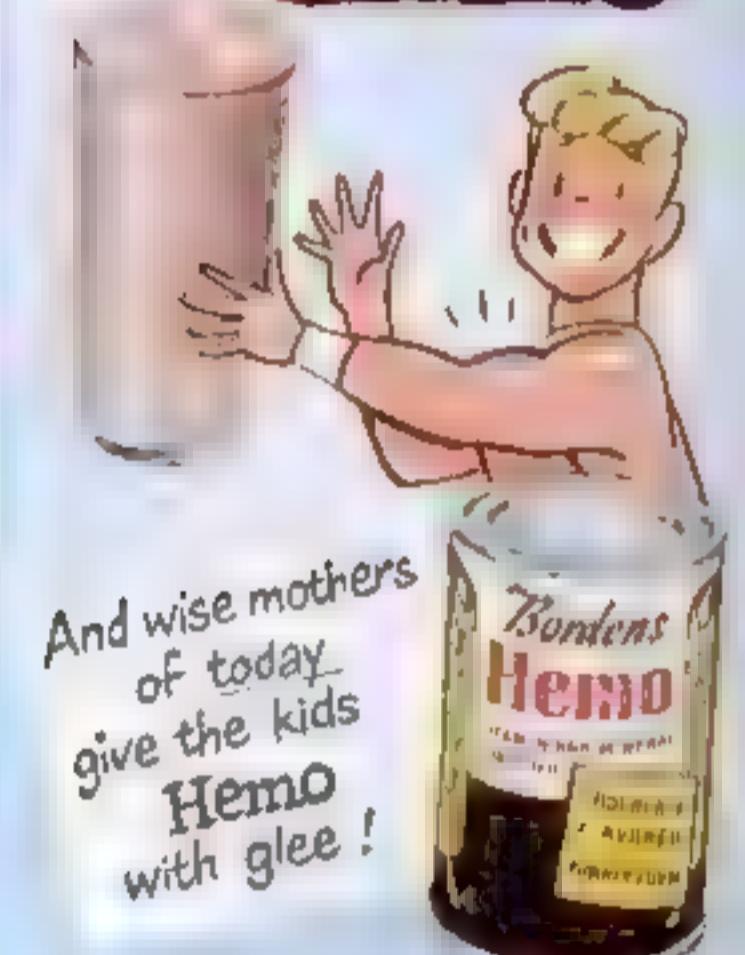


3 1/2 cups sifted flour  
1/2 teaspoon salt  
1/2 teaspoon soda  
1 cup shortening  
1 1/2 cups sugar  
3 eggs, well beaten  
1 9-oz. package None Such  
Mince Meat

Sift together flour, salt and soda. Cream shortening; add sugar gradually; cream together until fluffy. Add eggs; beat until smooth. Add mince meat broken into small pieces. Add flour and mix well.

Drop by teaspoonsfuls, 2 inches apart, on greased baking sheet. Bake in moderately hot oven (400° F.) about 12 minutes. Makes about 48 cookies, 3 inches in diameter.

Strong men of  
the future  
drink **Hemo**



And wise mothers  
of today  
give the kids  
**Hemo**  
with glee!



Now they know Borden's Hemo, besides being chocolatey good, is so good for them. It's teeming with vitamins and minerals children need heaps of during their critical growing years.

Just 2 glasses of Hemo made with milk supply a full day's needs of Vitamins A, B<sub>1</sub> (Thiamine), B<sub>2</sub> (Riboflavin), D, Niacin, and these minerals: Iron, Calcium, Phosphorus. Get some Hemo for the strong man in your house today.

# FOOD CARNIVAL

stretchers for the world's greatest cooks!

**Borden's**

**GRAND PRIZEWINNER**

## Borden's Evaporated Milk

for sensational soups and sauces—and penny-saving, nourishing one-dish meals!



**RICE AND FRANKFURTER CASSEROLE**

1/4 cup rice	1/4 cup Borden's Evaporated Milk
2 tablespoons butter	2 tablespoons flour
2 tablespoons flour	1/2 cup grated American cheese
1/2 teaspoon salt	6 frankfurters, sliced
1/8 teaspoon pepper	
1/4 cup water	

Cook rice in boiling, salted water. Drain. Melt butter in saucepan. Add flour and seasonings. Blend thoroughly. Gradually add Borden's concentrated, double-rich Evaporated Milk and water. Cook slowly, stirring constantly until thickened. Add cheese and stir until melted. Remove from heat. Add rice and 6 frankfurter slices. Pour into shallow greased baking dish. Rub remaining frankfurter slices with butter and arrange on top of rice. Bake in moderate oven (375° F.) about 20 to 25 minutes. Serves 4 generously.

**Borden's**  
EVAPORATED  
MILK  
EVAPORATED  
MILK



**Borden's**

## Magic Dessert Maker!

Lemon Pie Filling. No cooking—with Eagle Brand Sweetened Condensed Milk



(Makes an 8-inch pie)

1 crumb or baked pastry 8-inch pie shell  
1/2 cup lemon juice  
1 teaspoon grated lemon rind or 1/4 teaspoon lemon extract  
1 1/2 cups (15 oz. can) Eagle Brand Sweetened Condensed Milk  
2 eggs, separated  
1/2 teaspoon cream of tartar, if desired  
4 tablespoons sugar

1. Combine lemon juice and grated lemon rind or lemon extract; gradually stir into Eagle Brand Sweetened Condensed Milk
2. Add egg yolks and stir until well blended
3. Pour into chilled crumb crust or cooled pastry shell
4. Add cream of tartar to egg whites; beat until almost stiff enough to hold a peak. Add sugar gradually, beating until stiff but not dry. Pipe lightly on pie filling
5. Bake in slow oven (325° F.) until lightly browned, about 15 minutes. Cool

**FREE! "Eagle Brand Magic Recipes."**  
Send a postcard to Elsie, Dept. L-40, P. O. Box 175, New York 46, N. Y.

**Borden's**

## GREATEST COFFEE THRILL ON EARTH!



OLD-FASHIONED  
GOOD  
COFFEE...  
WITHOUT  
COOKING!

It's sensational! Borden's gives you delicious, flavor-rich coffee . . . yet you can make it in seconds . . . with no waiting . . . no work.

Borden's Instant Coffee tastes so downright good because it's 100% pure percolated coffee . . . concentrated in powder form . . . all the grounds are thrown away. No bulky filters are added . . . no carbohydrates or dextrose to dilute the precious flavor.

So don't be fooled by the size of the jar. You actually get as many cups from the regular size jar of Borden's as you do from a pound of ground coffee. The large 5 oz. jar gives you as many cups as 2 1/2 pounds of ground, and saves you up to 50¢.

Order Borden's Instant Coffee from your grocer. You'll love its flavor . . . convenience . . . and economy too!

**IF IT'S BORDEN'S  
-IT'S GOT TO BE GOOD!**



*PICTURESQUE\**  
with the original patented "picture frame" heel†

Even  
WOMEN  
look  
twice....

when you wear PICTURESQUE\* stockings!

Because the "picture frame" heel\* slims  
and trims the ankle to new loveliness.

The first pair you wear will convince you.

From 1.95



At leading stores in your city or write for stores nearest you:

SANSON HOISIERY MILLS, INC., Sales Office, Empire State Building, New York 1, N. Y.

\* Trademark  
†Patented U. S. Pat. No. 2,517,912 Dist. 33



SOLICITOUS GRANDMOTHER INSTRUCTS GIGI THAT GIRLS BEING TRAINED FOR HER PROFESSION MUST ALWAYS OBSERVE DECORUM, NEVER SHOW KNEES IN PUBLIC

# "GIGI"

Two strict old ladies bring up  
a sweet girl for a life of sin

The heroine of a new French movie called *Gigi* is a 16-year-old girl who comes from a family with a long-established tradition: as far back as memory goes, no woman in it has ever been married. Her grandmother and her great-aunt, both retired courtesans, are busy training *Gigi* to carry on the tradition. Daily they drill into her the rules for luring the young bloods of Paris and garnering a rich harvest of diamonds and champagne. The rules are as strict as any finishing school's:

never be ostentatious, always laugh at rich men's jokes, never accept an inexpensive jewel. *Gigi*, as engagingly played by 24-year-old Danièle Delorme, is a lively, good-hearted girl who revolts against the strict conventions of the old ladies and works out her own happiness by flouting the rules. This delightful movie, based on a story by Colette, deals with a situation that sounds like a Hollywood plot turned upside down. However, it ends up with a good Hollywood moral: virtue conquers all.

# Here's the ONLY SHAMPOO GUARANTEED NOT TO ROB HAIR OF NATURAL OILS

New, Improved Shasta doesn't destroy precious natural oils your hair must have to be naturally soft, shiny, healthy.



IF YOUR HAIR IS



DULL-LIFELESS



DRY-BRITTLE



HARD-TO-MANAGE OR SET

See how lovely it can be after a Shasta Shampoo



PROCTER & GAMBLE'S GUARANTEE

Shasta does not rob hair of its natural oils. Leaves hair looking its loveliest. Procter & Gamble guarantees this or your money back.

**NEW, IMPROVED**

# SHASTA

beauty  
cream

# SHAMPOO

*Doesn't Rob Hair of Natural Oils*

"Gigi" CONTINUED



FUTURE PLEASURES planned for Gigi by her family include leisurely elegance displayed by this lady, who is held up to Gigi as a model for kept women.



PRESENT FUN for Gigi runs more toward tomboyish activities like sliding merrily down the banister when grandmother's eyes are turned the other way.

CONTINUED ON PAGE 75

# *Very personally yours*

*Merry as a little lamb*—you frolic through these Spring days minus a single "calendar" setback. For you've cancelled discomfort right out of your life with the new, softer Kotex. It's the luxury-softness you need—and rely on, to last. It holds its shape, for Kotex is made to stay soft while you wear it.

There's not so much as a whisper of tell-tale outlines

to threaten your poise. Those flat, pressed ends prevent revealing outlines . . . and you welcome the extra protection of that special safety center. All in all, it's little wonder you always ask for Kotex. Certain of finding the just-for-you absorbency with Regular, Junior, Super to choose from. Certain to keep that skylarking confidence . . . so *very personally yours*.



*Super* Kotex in the Brown Box—extra absorbency for more-than-average needs.

*Junior* Kotex in the Green Box—for women who prefer a slightly narrower napkin.

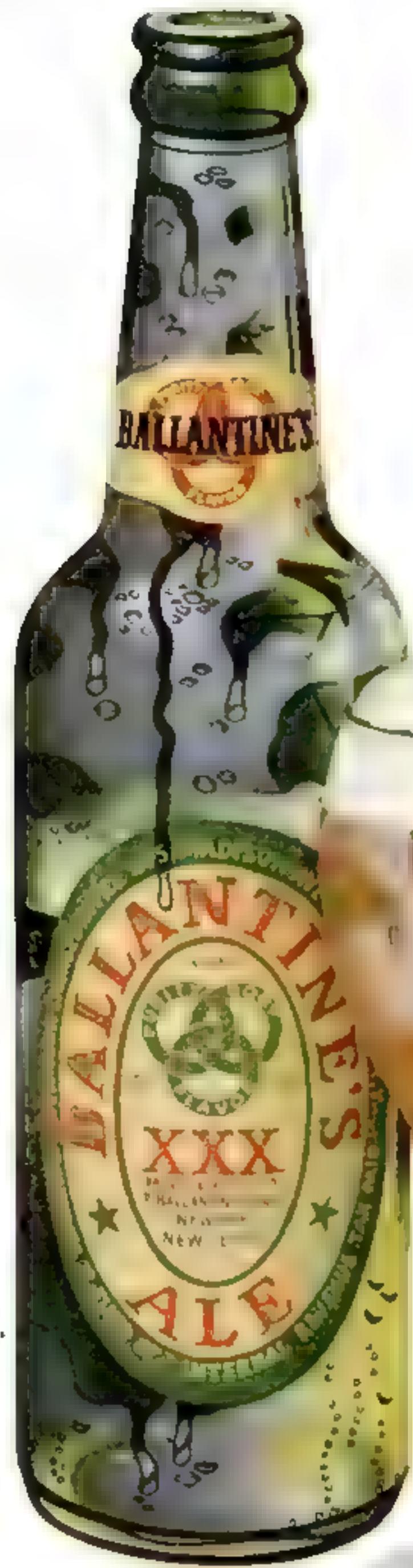
*Regular* Kotex in the Blue Box—perfectly suited to the needs of most women.

*New* Kotex *Wonderform Belt* made with DuPont nylon non-twisting, non-curling elastic. It's strong, smooth-feeling; feather-weight. Washable, dries fast. Two types: pin style and with new safety fastener.

*More women choose Kotex\* than  
all other sanitary napkins*



THE MAN FOR BALLANTINE  
... ASK ...



THERE'S PURITY, BODY, FLAVOR IN PURITY

EVERY GLASS  
LARGEST SELLING ALE

... AMERICA'S

PURITY

BODY

LARGEST

SELLING ALE

... AMERICA'S LARGEST SELLING ALE!

PURITY FLAVOR

## GIGI LEARNS TRICKS OF TRADE



**SMOKING WITH NONCHALANCE**, a necessity for high-toned ladies of easy virtue, is not easy for Gigi, here practicing in her great-aunt's house.

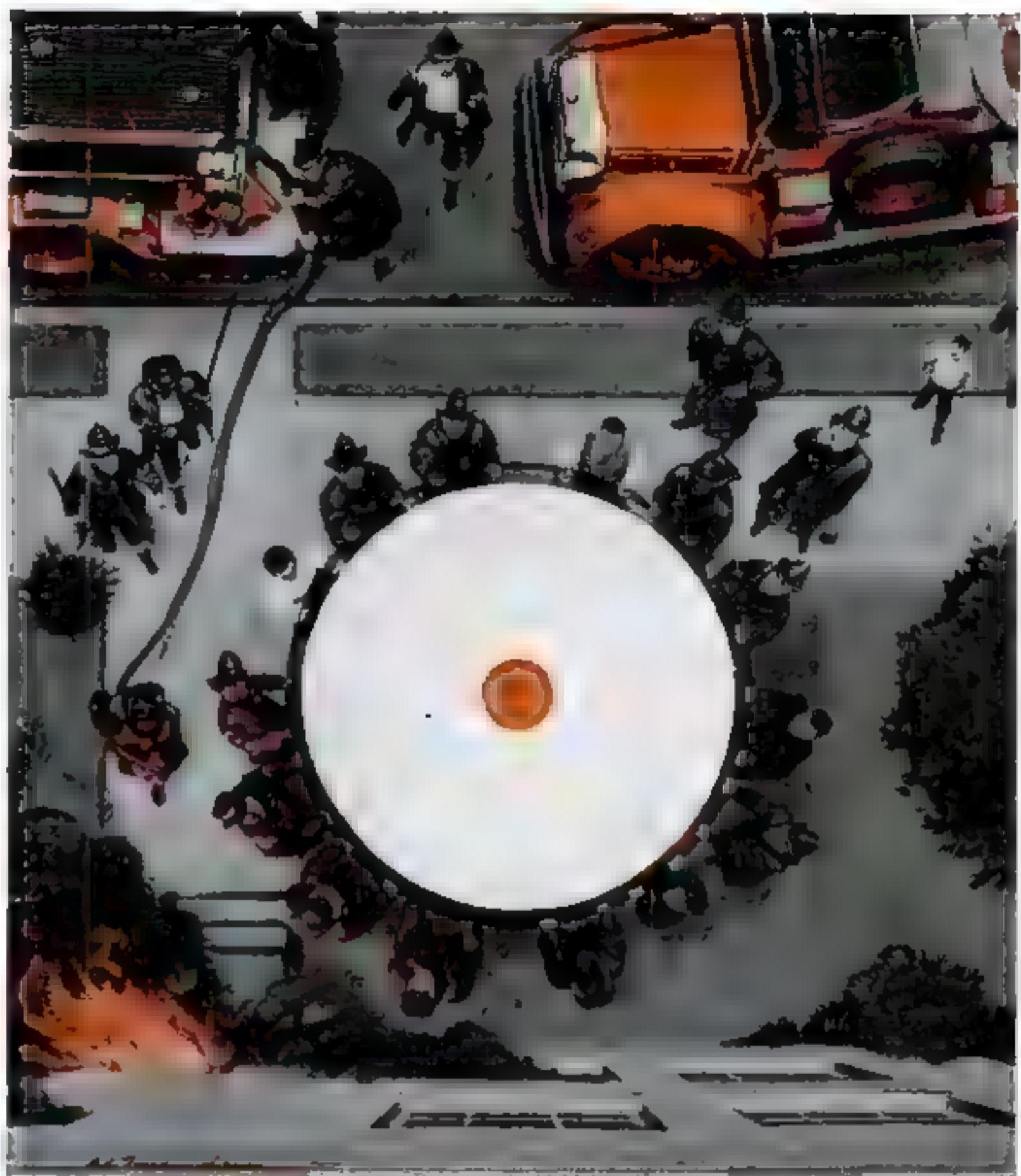


**SKATING WITH GRACE**, desirable for showing off a pretty ankle to rich admirers, also comes hard to Gigi, floundering (above) through first lesson.



**GROOMING OF THE FEET** is carefully supervised by grandmother, who points out that "a corn or a crooked toe is enough to offend a person of taste."

CONTINUED ON NEXT PAGE



## **It could be your life!**

This time it's someone else they're saving... But it could be you... And if ever you are trapped in a fire, the difference between living and dying may be only a few terrifying seconds!

That's why firemen answer the alarm at top speed... why their equipment must give best possible performance... why National Board "fire sleuths" periodically inspect more than 500 American cities.

Who are fire sleuths? They are skilled engineers of the National Board, who aid fire departments in getting the most out of their equipment. They also test fire alarm and

water supply systems, check building construction for fire hazards. They even survey traffic conditions for jams that might cause fatal delay in reaching a fire.

This is only one of many valuable services carried on in the public interest by the fire insurance business.

\* \* \*

Your fire insurance affords the security needed to protect mortgage money loaned to you on a home, store, factory or other property that might be destroyed by fire—thus creating a sound base for credit.

### *The fire insurance companies which maintain the* **National Board of Fire Underwriters**

**85 John Street, New York 7, N. Y.**

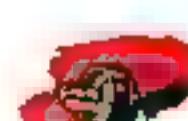
for public service through... Fire Prevention in Home and Industry... Improved Fire-Fighting Facilities... Fire-Safe Building Codes... Safety Tests by Underwriters' Laboratories... Arrow Investigation... Disaster Emergency Plan for Policyholders... Research and Engineering.

*To protect your life, your home, your job*  
**STOP FIRE the Fifth Horseman**

Put out every match and cigarette



Use only wiring and appliances with the U.L. label



Don't use gasoline or benzine for home cleaning



Repair and insulate heating plant, stoves, chimneys



"Gigi" CONTINUED

## BUT SHE FLUNKS THE COURSE

*nothing  
you  
could  
give  
is*

*so*

*charming...* **Marrella**  
SIMULATED PEARLS



383 Fifth Avenue, N.Y.C.



**WICKEDNESS** seems to have won the day when Gigi, who has fallen hopelessly in love with her rich, handsome suitor, agrees to dress up and go away with him to a dinner in a fashionable restaurant and from there to a lifetime of sin.



**INNOCENCE** rights the balance when Gigi acts the part of a kept woman with girlish awkwardness, coos so ingenuously over a huge diamond ring he has just given her that it makes the hardened roué feel ashamed of himself.



**HAPPINESS** for all concerned comes when the roué, instead of carrying Gigi off to his home, takes her back to her grandmother's apartment and asks the flabbergasted but flattered old lady for permission to marry her granddaughter.

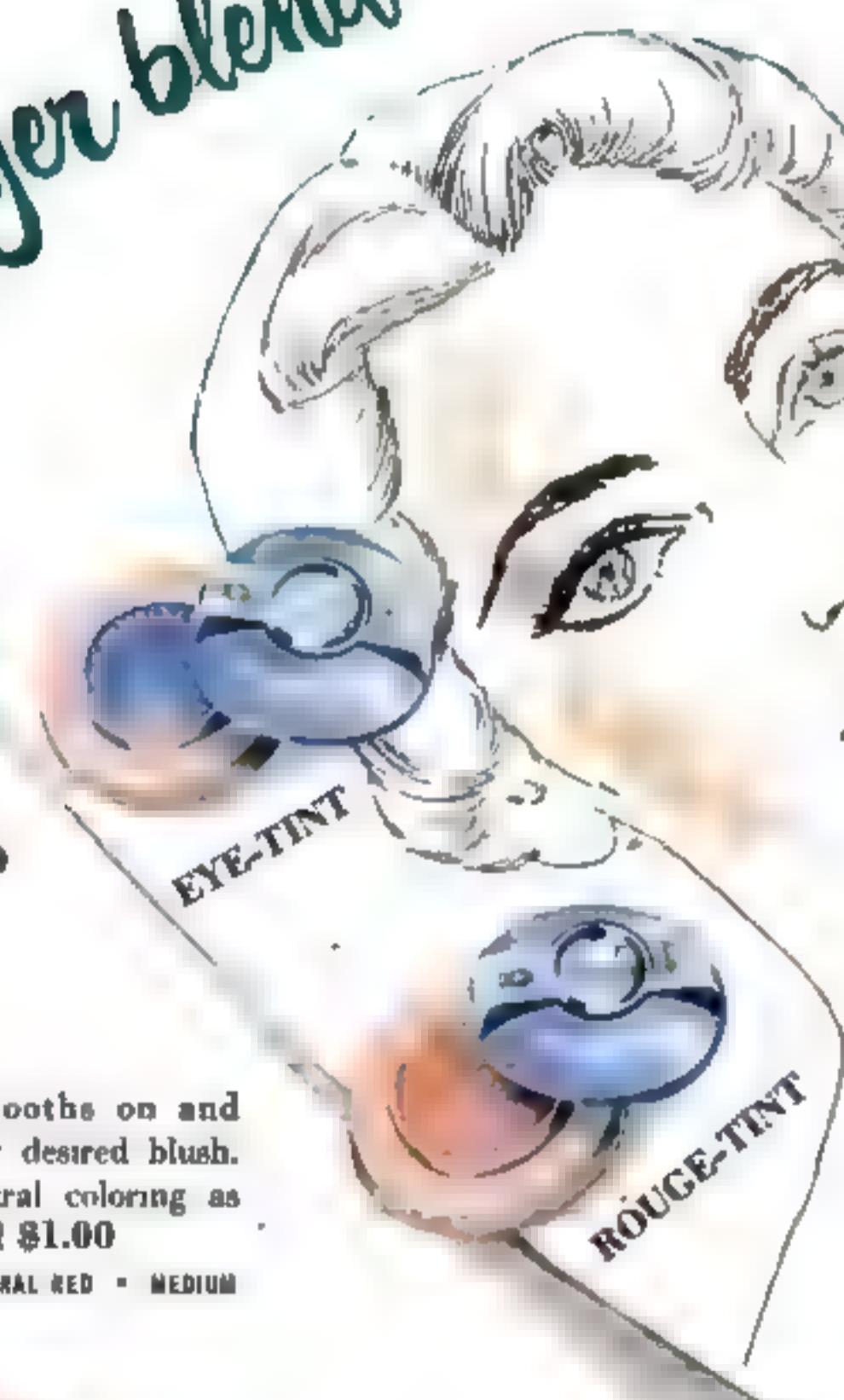
# Most exciting beauty idea since the lipstick!

Glamour and Natural Beauty  
in 5 Minutes!

*finger blend make-up*

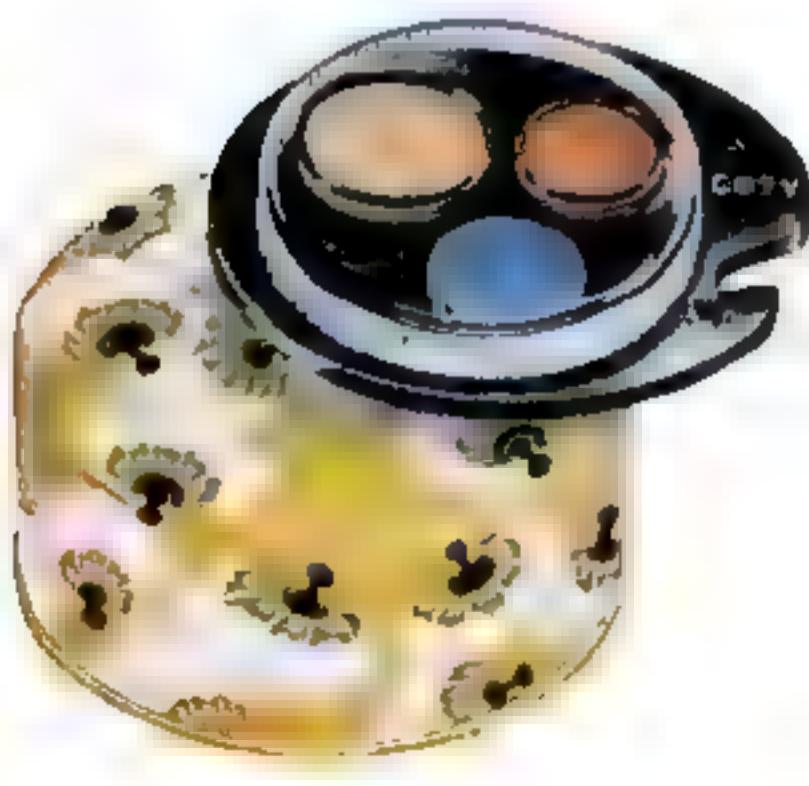
"EYE-TINT" Blends on with a feather-light touch. Your eyes—your most expressive feature—look larger, more beautiful! \$1.00  
BLUE • GREEN • GREY • MAUVE • BROWN  
Complete your eye beauty with the appealing accent of COTY Mascara \$1.00—Eye Pencil 50c

"ROUGE-TINT" Smooths on and blends magically to any desired blush. Result:—the same natural coloring as young skin itself! \$1.00  
RASPBERRY • GERANIUM • CORAL RED • MEDIUM



PASTEL-TINT  
(FACE TINT)

"PASTEL-TINT" (Face Tint) To create instantly a new, flawless complexion of natural beauty. Lasts for hours without retouching. No dryness, no shine, no caking . . . just beauty! \$1.50  
LIGHT • VIBRANT • SOLEIL D'OR • MEDIUM • DARK



## FINGER BLEND PALETTE . . . A GIFT WITH "AIR SPUN" FACE POWDER

As a special introductory offer, COTY gives you a FINGER BLEND PALETTE of Eye-Tint, Rouge-Tint and Pastel-Tint to swiftly blend glowing young color on your face with a few deft finger

strokes. Holds more than a month's supply. Yours without extra charge, with every box of its famous companion in beauty, "AIR SPUN" Face Powder in harmonizing shades.

Choose "AIR-SPUN" in your favorite fragrance • L'ORIGAN • L'AIMANT • EMERAUDE • "PARIS" \$1.00

COMPOUNDED AND COPIRIGHTED BY COTY INC. IN U.S.A.

*All prices plus tax*



# Owls

## THEY ARE CAUGHT IN RARE CLOSE-UPS

Because owls go about mostly at night and live in inaccessible places like tree hollows and church steeples, they are seldom seen by humans and seem the most mysterious of all birds. The unusual photographs on these pages are probably the best and most intimate studies ever made of owls and their private lives. To get the rare color shot on the opposite page LIFE Photographer Wallace Kirkland lay in a straw rick for 10 nights, patiently waiting with his equipment until the mother barn owl finally broke a tiny thread attached to Kirkland's camera and herself tripped the shutter. Lewis Wayne Walker of San Diego, who took the two pictures below, has spent 25 years studying and photographing owls.

For all their secretive habits, owls are the most cosmopolitan of birds. Found in every part of the world, they range from the 33-inch-long great gray owl, which makes its nest in the Hudson Bay region, to the tiny elf owl, which is no bigger than an English sparrow and lives in woodpecker holes in the giant saguaro cacti of the Arizona desert. Of the 500 species and subspecies which inhabit the earth, the short-eared owl is the most widely distributed, living on every continent except Australia.

During the daytime, sitting motionless on tree branches, owls appear sluggish and stupid. But at nighttime, when their plaintive hooting sounds like the moaning of ghosts, they can be as terrifying to man as they are to the rodents and insects on which they prey. Although they see very well in daylight, they can see even better at night. Their huge eyes—a human's of comparable size would weigh about 5 pounds—can focus instantly to give either telescopic or microscopic vision. Their wing feathers are soft and fluffy and make practically no sound as the owl swoops down swiftly to pick up prey in its beak or with its sharp, strong talons.

In spring the owls are among the first birds to nest. During most of the year they will fly away at the approach of a human, but with young they become so truculent that they will attack a man (next page).



BARN OWL STRETCHES ITS WINGS TO FOUR FEET AS IT ALIGHTS NEAR ITS NEST



SITTING ON EGGS in a nest in a deserted prairie-dog hole, a burrowing owl is photographed from an unusual angle. Walker dug out the ground in front of the nest to insert his camera and another hole to admit additional light for the picture.

◀ MOTHER OWL BRINGS MOUSE TO BROOD NESTING IN STRAW



IN INTIMIDATING POSE which it assumes at the approach of intruders, a long-eared owl puffs its feathers to frighten the photographer away. These owls do not build their own nests but take over nests deserted by squirrels or other birds.



**A SCREECH OWL ATTACKS** Owl Student Lewis Walker after he has taken two owlets from their tree nest and started to carry them away in helmet. Screech owl does not screech, it has a low and terrifying wail. Although it is about size of a robin, it is one of most aggressive of owls. Picture above is a composite of several

photographs made by Walker's companion, G. E. Kirkpatrick. Owl made between 40 to 50 dives on Walker, attacking always from rear. Each attack drew blood and left long scratches on his head. Walker took baby birds to study the reaction of the parent birds. But, he says, "My head took a beating I will never forget."

# GUARD AGAINST THROAT-SCRATCH

Enjoy Smooth Smoking

**PALL MALL's**

greater length of fine tobaccos  
travels the smoke further...

**filters the smoke  
and makes it mild**



**PUFF BY PUFF... YOU'RE ALWAYS AHEAD**

Take 5 puffs

or 10...

or 15...

when you smoke

**PALL MALL**

Puff by Puff

• 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17

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199 200



*Outstanding* and they are *mild*!

*John Ford's* *lusty*  
*and*

JOHN FORD and MERIAN C. COOPER

present

# WAGON

BEN JOHNSON, remembered  
as Sergeant Tyree in  
"She Wore a Yellow Ribbon"

starring

BEN JOHNSON • JOANNE DRU • HARRY CAREY, JR. • WARD BOND

with CHARLES KEMPER • ALAN MOWBRAY • JANE DARWELL

Written by FRANK NUGENT and PATRICK FORD • Produced by Argosy Pictures Corporation • Distributed by RKO Radio Pictures

successor to "Fort Apache"  
"She Wore a Yellow Ribbon"

# MASHER



Directed by JOHN FORD

HIT SONGS!  
"SONG OF THE WAGONMASTER"  
"SHADOWS IN THE DUST"  
"WAGONS WEST"  
"CHUCKAWALLA SWING"  
Song by  
The Sons of the Pioneers  
words & music by  
STAN JONES  
composer of  
"Ghost Riders in the Sky"  
Copyright 1947

Yes—we're having wine with dinner—and

# We're not breaking our budget!



HE: Sure—wine is really super-super! But . . .

ME: But you think we can't afford it? You're behind the times, Bill . . . let me show you something!

ME: I got a cheaper cut of meat and saved enough to pay for a perfectly wonderful Burgundy wine

HE: So your whole dinner costs no more—and it'll be a lot nicer—a real party, eh?



HE: (proudly) Glad you like the wine, Tom. It does add a lot to a dinner, doesn't it?

ME: (to myself) Another thing you've discovered, darling. Wine is so easy—just cool and serve



HE: Wonderful party, dear. That Burgundy with dinner just made the evening

ME: And wine costs so little. We can have dinners like this real often!

# Burgundy Wine OF CALIFORNIA

costs so little...adds so much



## The Wines of California

are being served in more American homes than ever before in history. Ranking with the world's finest are California Sauternes and Rhine Wines, Burgundies and Clarets for dinner...rich, full-bodied Ports to go with desserts and cheese...and fine Sherry wines to serve with light refreshments.

For other good ways to entertain smartly and economically, write to the Wine Advisory Board, 717 Market St., San Francisco 3, for free booklet, "Easy Entertaining with the Wines of California."



**APE MAN AUSTRALOPITHECUS** was an African cave dweller whose human body form and erect posture have been established by recent fossil finds. Drawing

gives generally accurate reconstruction, though details of face and hair are unknown. Pierced baboon skulls, which were found with ape man's bones, indicate he used weapons.

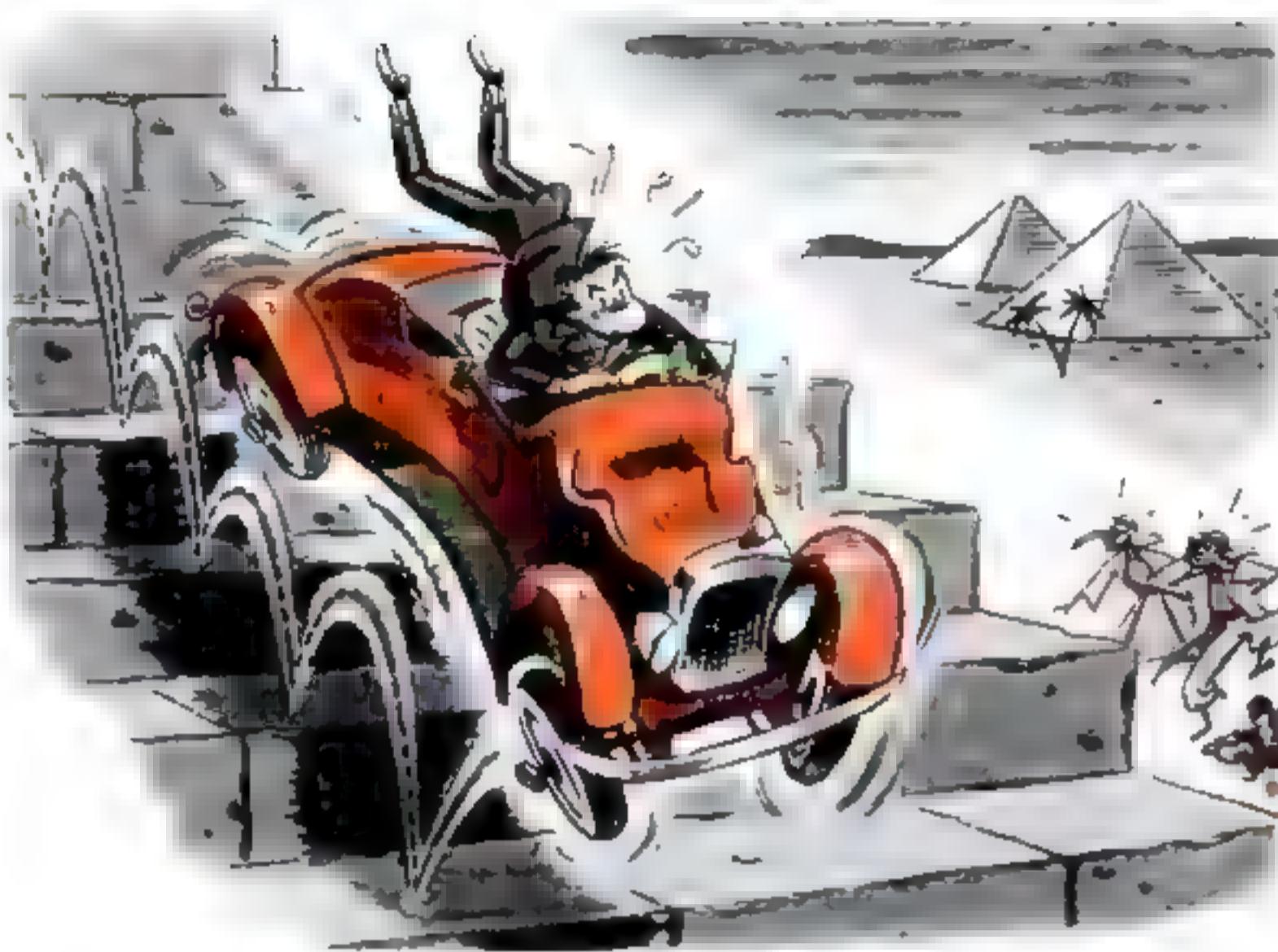
## HEADS OF APES AND BODIES OF MEN

### EVIDENCE THAT PRIMITIVE PREHUMANS STOOD ERECT MAY CHANGE PRESENT THEORIES OF EVOLUTION

The not-quite-human figures in the drawing above have a strange, jarring look about them. Their heads are like the heads of apes, but their bodies are the bodies of men. This incongruous combination is anthropology's latest guess as to what man's early ancestors really looked like. Traditionally ape men have been pictured as stooped creatures with bent knees, sloping shoulders and long dangling arms. With little evidence beyond skulls and a few bone fragments, anthropologists guessed that since heads had clearly been apelike, bodies had probably been apelike too. But newly discovered bones have made scientists suspect that ape men, though they had simian skulls, stood as straight as modern man.

Their suspicions seemed almost confirmed three years ago when South Africa's famed anthropologist Raymond Dart dug out of an African cave the pelvis of an early ape man called Australopithecus. This pelvis looked remarkably human (next page). It gave a clue to the ape man's physical structure

and indicated that Australopithecus not only stood fully erect, but that his body resembled very closely that of present-day man. Dart's discovery is altering other anthropological theories. If Australopithecus had a modern body, then other ancient humanoids may also have had modern bodies. More important than this, anthropologists may have to change their present views on the pattern of human evolution. Heretofore most of them believed that some large-brained apes descended from trees to live on the ground where their apelike bodies, lagging behind their precocious brains, slowly evolved into the human form. Today many scientists are swinging over to the idea that certain apes, not especially gifted intellectually, took to life on the ground more or less accidentally. After generations their bodies adapted themselves. They stood erect, grasped objects and used them as weapons. But their brains evolved more slowly. Thus the early members of man's family tree remained perhaps for hundreds of thousands of years mentally apes but physically men.



If your car feels like this... it's time for  
**MARFAK** Chassis Lubrication



THAT CUSHIONY FEELING LASTS LONGER WITH MARFAK!

Those pyramids and *Marfak* have one big thing in common: they really last! *Marfak* stays where it belongs—on bearings and wear points—for 1,000 miles and *more*. Specially compounded to resist wash-out, jar-out. Here's your sure sign this is so: notice the grand "cushiony" feeling that lasts from one *Marfak* job to the next! Today, drive in for *Marfak* lubrication at your neighborly Texaco Dealer, the best friend your car ever had.



**THE TEXAS COMPANY.**  
**TEXACO DEALERS IN ALL 48 STATES**

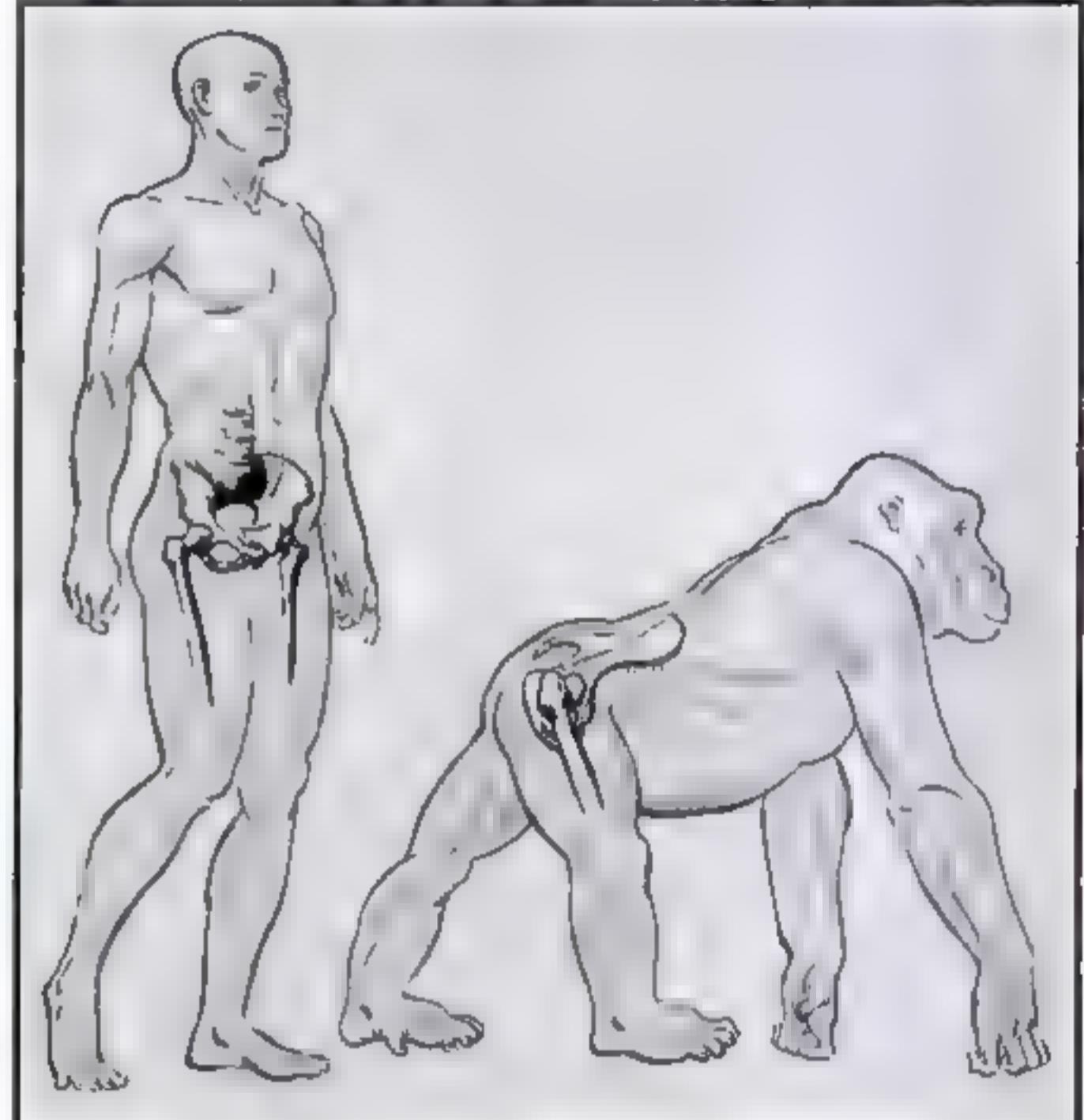
Texaco Products are also distributed in Canada and in Latin America

TUNE IN . . . TEXACO STAR THEATER starring MILTON BERLE on television every Tuesday night.  
 See newspaper for time and station.

**Ape Men** CONTINUED



**PELVIC BONES** of man (left), Australopithecus (center) and ape are compared. Human and ape man have fan-shaped pelvis. Ape's is long and narrow.



**POSTURE** is revealed by shape of pelvis. Man's bucket-shaped pelvis supports his viscera. Ape's acts as overhead span from which viscera are suspended.



**AUSTRALOPITHECUS SKULL**, a child's, is held by its discoverer, Dr. Raymond Dart. Skull served as model for child in drawing on previous page.

# Nourishing **Ham**

Easter Helpings  
of Protein —

Get the most protein  
from your Easter ham  
with these tips from  
the experts in protein  
nutrition at the U.S. Food  
and Drug Administration.  
For more information,  
call 1-800-FDA-INFO.



U.S. FOOD AND DRUG ADMINISTRATION  
DEPARTMENT OF HEALTH AND HUMAN SERVICES

# Your Child Takes 30,000 Steps a Day!\*



For Looks, For Wear,  
Wise Mothers  
Buy

*Red Goose*



## "BUILT FOR ACTION SHOES" for Boys and Girls

STOUT AND STURDY, for long wear—flexible, for effortless movement, Red Goose Shoes are truly BUILT FOR ACTION! They give roomy support to growing feet, because of exclusive Red Goose design. And they *hold* their fit as they wear, thanks to extra reinforcement at points of strain!

That's why *pure*-wise and *quality*-wise mothers choose Red Goose Shoes. Boys and girls like their smart style, their free-as-air feeling!

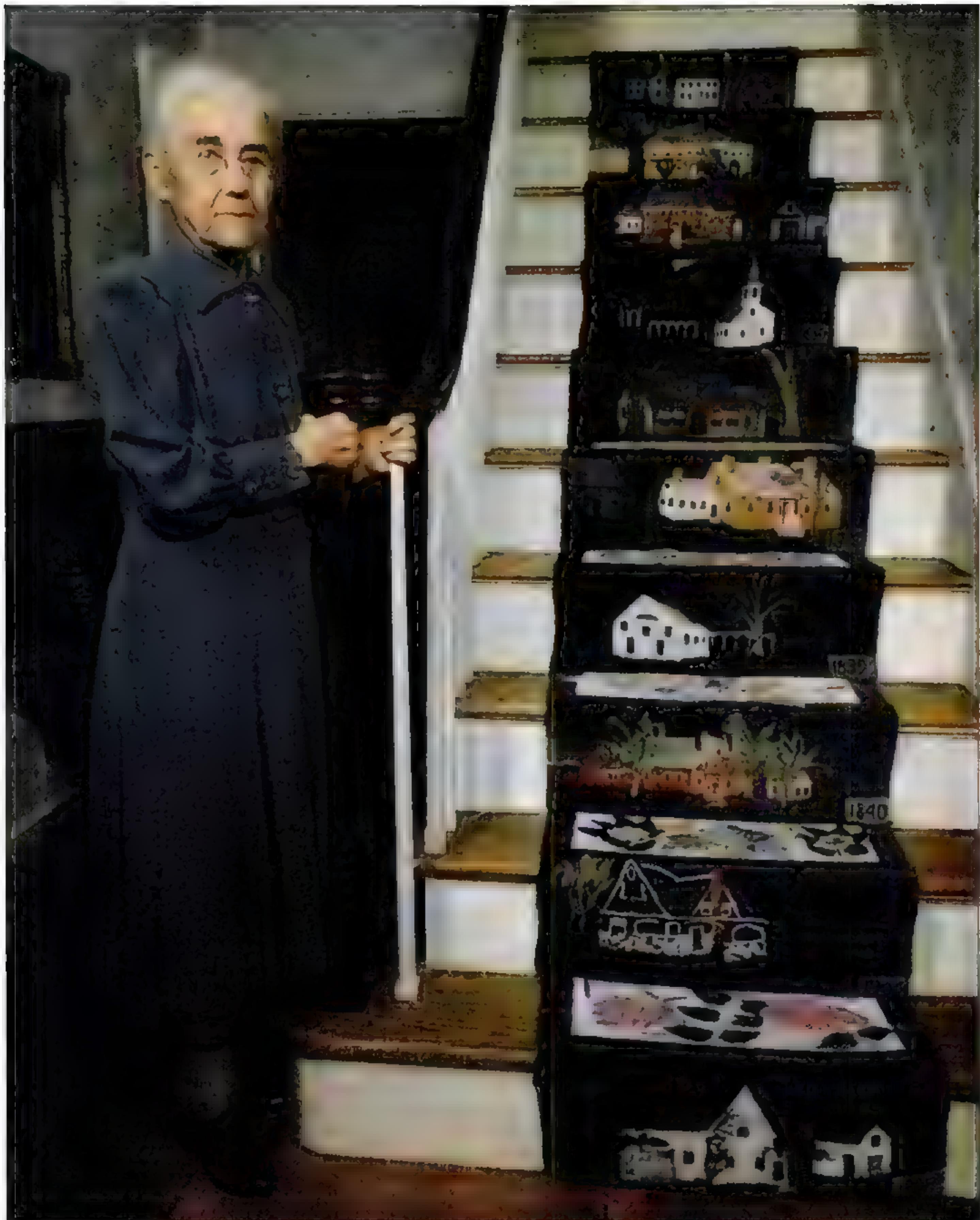


"HALF THE FUN OF HAVING FEET IS WEARING RED GOOSE SHOES"

Consult your Classified Phone Directory or write for the name of your Red Goose or Friedman-Shelby Dealer.  
**RED GOOSE DIVISION • INTERNATIONAL SHOE COMPANY • ST. LOUIS 3, MISSOURI**



\*According to Dr. Joseph Lelyveld, Chairman of the National Foot Health Council.



MRS. HANSON STANDS NEXT TO CARPET WHICH, ON STAIRCASE OF HER HOME, IS IN EVERYDAY USE. DATES SHOW WHEN FAMILY BUILT OR BOUGHT HOMES

# GENEALOGY BUG

## Stairs record homes of a family

For 60 of her 81 years Mrs. Gertrude Hanson of Rochester, N.H. has patiently pursued two interests: genealogy and hooking rugs. Recently she combined her interests and hooked this genealogical carpet. At bottom of the stairs appears her present home. Proceeding up them are Mrs. Hanson's husband's early home, his grand-

father's house, an old family church, houses that belonged to Mrs. Hanson's father and Mr. Hanson's great-grandfather, another family church and three homes built by Mrs. Hanson's great-grandfather, her great-great-grandfather and her great-great-great-grandfather, who settled in New England in the 1620s.

# Know the truth. *before you buy house paint!*

## SWP

HOUSE PAINT IS WEATHERATED\*  
FOR YOUR PROTECTION AGAINST...

### ...PROTECTION AGAINST

- Excessive Loss of Gloss
- High Dirt Collection
- Uncontrolled Chalking
- Checking and Cracking
- Rapid Erosion
- Color Fading
- Industrial Fumes†

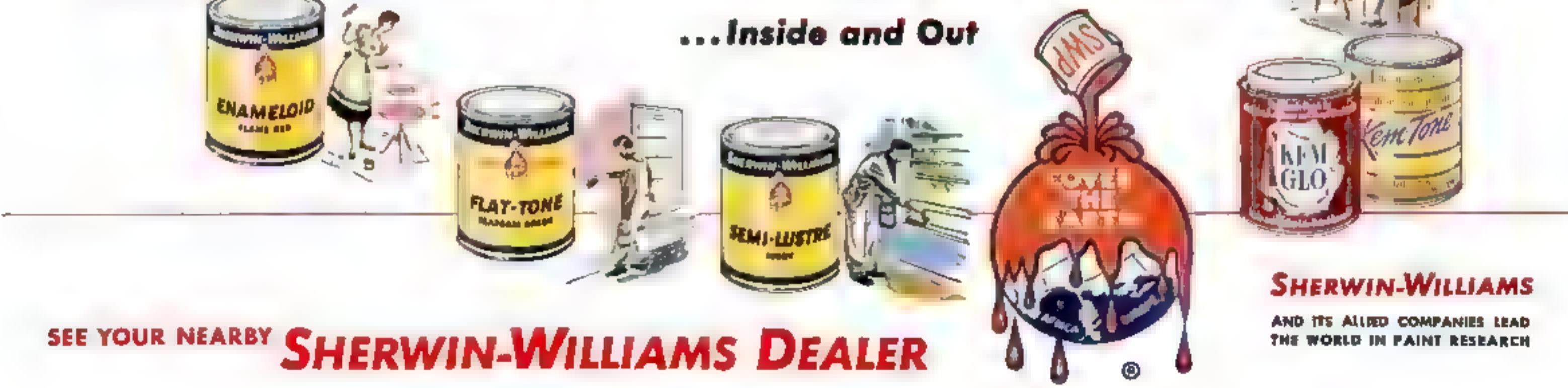
\*Every drop of SWP House Paint is WEATHERATED for its ability to resist *all* these destructive factors before it is permitted to bear the Sherwin-Williams Label.

† Special SWP for certain areas



Before you buy house paint, it pays to know the truth. House paints should be judged on their *cost per year* . . . not their cost per gallon. The best house paint you can buy will be your best investment in beauty and protection for the long run . . . four or five years later. Over the years SWP House Paint demonstrates its WEATHERATED™ brass-knuckle ability to fight off deterioration . . . to give extra beauty and protection. All Sherwin-Williams paint products must pass grueling tests to earn the Sherwin-Williams Label. To get the most value for your paint dollar, see a nearby Sherwin-Williams Dealer . . . look for the famous "Cover-the-Earth" sign. He'll be glad to recommend a reliable painter, if you wish. And be sure to ask him for your free copy of the Sherwin-Williams "Home Decorator" . . . a colorful 32-page illustrated book filled with exciting home decorating ideas and complete information about SWP House Paint.

IT PAYS TO PAINT WITH **SHERWIN-WILLIAMS**  
...Inside and Out



SEE YOUR NEARBY **SHERWIN-WILLIAMS DEALER**

**SHERWIN-WILLIAMS**  
AND ITS ALLIED COMPANIES LEAD  
THE WORLD IN PAINT RESEARCH



THE GOVERNESS (BEATRICE STRAIGHT) IS STARTLED TO COME UPON HER CHARGES AT NIGHT, CALMLY BUILDING A CARD CASTLE IN THEIR HAUNTED HOME

## "THE INNOCENTS"

Two children and two ghosts make  
the scariest evening on Broadway

In a gloomy old English country house live two high-strung children, with their governess and a housekeeper—and two ghosts. The ghosts are the damned souls of two former servants who, when they were still alive, tried to corrupt the children and have come back from the grave to try again. All the while the boy and girl seem to be amusing themselves with innocent childhood pastimes, they are actually taking a secret and unwholesome delight in their communion with the malevolent dead.

The young governess senses this with growing terror, and her struggle to shake the children free of the ghosts' influence is the theme of a new Broadway hit, *The Innocents*, adapted by William Archibald from Henry James's story *The Turn of the Screw*. Two extraordinary child actors, Iris Mann, 9, and David Cole, 13 (cover), with precise Victorian voices and gestures, create such a world of evil suspense on stage as to make *The Innocents* the most frightening play Broadway has seen in years.



**SHADOW ON THE CURTAIN** is that of Peter Quint, the valet who comes back from the grave to destroy young Miles (left) while he and his sister Flora play a game of "dressing up" for the housekeeper (right) and the governess.



**FACE IN THE DOORWAY** belongs to Miss Jessel, who in life was Flora's governess and Quint's mistress. In death she comes back after Flora's soul while housekeeper and governess wonder how much the little girl really knows.



**ON THE STAIRCASE** Flora displays a placid, maddening innocence which terrifies the governess more than anything else. She gets the girl, who has been less corrupted than her brother, out of the haunted house and thus saves her.



## AT EASTERTIME—

*Say it with FLOWERS-BY-WIRE*

... the finest  
traditional gift

This Easter, give her an unforgettable  
happy day with lovely FLOWERS.

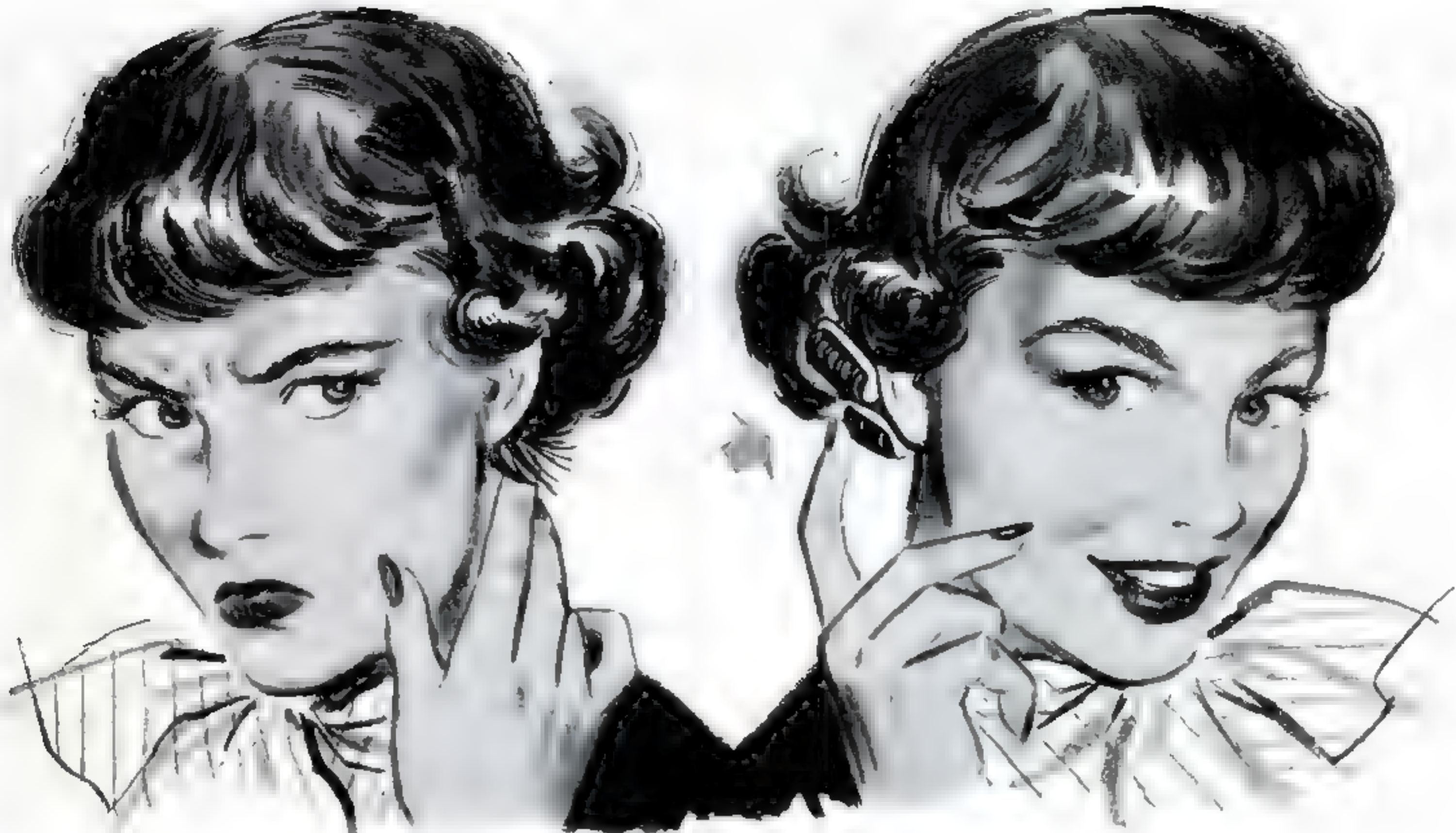
FLOWERS-BY-WIRE are delivered  
Worldwide by F.T.D. members through  
Interflora. Prices as low as \$5.00.



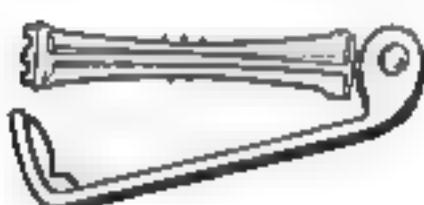
Look for this Emblem.  
Your Satisfaction Guaranteed!

FLORISTS' TELEGRAPH DELIVERY ASSOCIATION, 200 Lafayette Building, Detroit 26, Mich.

CONTINUED ON PAGE 24



# new! TONI midget *spin* curlers for longer-lasting neckline curls



Just  $1\frac{1}{4}$  inches long! That's the winding surface of Midget SPIN Curlers—the perfect size for winding short neckline hair! Tiny teeth grip and papers firmly so you roll hair quickly . . . smoothly!



Holds curl securely! With Midget SPIN Curlers you wind the curl once! There's no slipping—no rewinding . . . and the clasp holds curler in place without pressing down on the curl.

REGULAR SIZE  
MIDGET SIZE



Perfect neckline curls—EASY! Because Midget SPIN Curlers are designed to fit the shape of the neck, you can wind wispy hair closer to the head . . . easily . . . for longer-lasting curlers!

## WINDS SHORT, WISPY HAIR FAR EASIER! FAR FASTER!

NEVER BEFORE was it possible to wind short, wispy neckline hair so quickly, so easily! Midget SPIN Curlers are smaller editions of the amazing Toni SPIN Curlers that have revolutionized home waving. They grip the shortest hair—even stubby ends can't slip away. Easy-spin action rolls up each curl in a jiffy! Then Midget SPIN Curlers lock with a flick of the finger. That easy!

You'll like the handy size that makes it possible to wind every strand of short, wispy hair—to get every curl closer to your head! You'll be delighted with the longer-lasting neckline curls Midget SPIN Curlers make!

NOW with these new Midget SPIN Curlers you can be sure that neckline curls will look just as lovely—last just as long as your other Toni curls. Even with new short hair styles, you can be sure of a finer, more natural-looking wave than ever before. Take advantage of the special money-saving introductory offer to get these new Toni Midget SPIN Curlers now.

P. S. If you haven't purchased the complete set of regular size Toni SPIN Curlers as yet, you'll want the Combination Kit—Toni Refill plus 40 regular size SPIN Curlers. It's a \$3 value for only \$2.29.

## SPECIAL VALUE!

6 Midget SPIN Curlers in a handy Toni Refill Kit

1. Toni Home Permanent—with enough creme waving lotion for a complete permanent.  
Regular price \$1.00

2. Toni Midget SPIN Curlers—set of 6—for winding the shortest neckline hair quickly, easily!  
Regular value 25¢

3. Toni Creme Shampoo—to give you soft-water shampooing even in hardest water.  
Regular price 25¢

\$1.50 value! Now all 3 only

**\$1.33**



"The Innocents" CONTINUED



For a carefree vacation...



FOR RAILROAD TRAVEL AT ITS BEST

Go Pullman

COMFORTABLE, DEPENDABLE,  
AND - ABOVE ALL - SAFE!

© 1946, THE PULLMAN COMPANY



"TELL THE TRUTH" cries the desperate governess to Miles as she wrestles for his soul on the staircase. She wants to get him to confess to all the evil he has done and seen and so break the unholy bond that ties him to Peter Quint.



"YOU'RE AFRAID" says Miles to her with a wicked smirk as she beseeches him to put his trust in her. Finally she persuades him to go down the stairs, face the shadow on the window curtain and order Peter Quint to leave him forever.



"YOU'RE FREE" she cries exultantly when he comes back to her from the window. "Nothing can hurt you any more." But her delirious joy turns to delirious grief as she discovers that the struggle to free himself has killed the boy.

Quick,  
Cooling  
Relief  
for  
Athlete's  
Foot!



DISCOVER QUINSANA'S AMAZING RESULTS  
ON CRACKS, PEELING BETWEEN TOES!

• Tests prove that 9 out of 10 get relief from itching, burning Athlete's Foot with Quinsana treatment. It's the world's largest selling Athlete's Foot Powder!

• Quinsana's antiseptic action helps prevent the growth of the fungi that cause Athlete's Foot. It works fast to relieve the misery of itching, cracking, peeling between toes. And daily Quinsana use helps prevent the recurrence of Athlete's Foot!

Relieve Burning Tired Feet!...Soothing, cooling Quinsana helps keep feet dry, comfortable. It acts to absorb excessive perspiration...helps combat foot odor.

Shake Quinsana on your feet. Shake it in shoes to help absorb sweat. Use Quinsana every day!

MENNEN QUINSANA  
ATHLETE'S FOOT POWDER

Here's how...



GRavy  
MASTER

quicker and surer  
than pan-browning  
MAKES GRAVY DELICIOUS TOO

IT'S GREAT TO BE  
REGULAR



ALL-VEGETABLE  
Makes The Difference

Thousands of modern men and women in all parts of America have turned to Nature's Remedy, NR Tablets for dependable, yet gentle relief, when a laxative is needed. They know that the all-vegetable idea is so right. They find an NR at night produces thorough morning regularity with no perturbing effects. It's so kind to the system.

Try NR at our expense. 25 tablets only 25c. Buy a box at any drug store. Try them. If not completely satisfied, return box with unused tablets to us. We will refund your money plus postage.

**NR**  
Nature's Remedy  
NR TABLETS - NR

SUPER  
SLEUTH  
PUBLICATIONS

EDITOR

"Ah, I've got it! She has him slowly choked to death. Keeps buying him shirts that aren't marked 'Sanforized'."



"It's all right Mrs. Lapham. I'm wearing 'Sanforized' shorts."



"Confucius say: 'Sanforized' on label worth 10,000 words."

ALWAYS look for the "Sanforized" trade-mark before you buy any washable cotton garment! Garments labeled "Sanforized" never shrink out of fit...give you comfort and value for your money.

SEEING IS BELIEVING! MAKE EVEN YOUR FAVORITE SALESMAN SHOW YOU "SANFORIZED" ON THE LABEL.

•SANFORIZED•

TRADE MARK

Cluett, Peabody & Co., Inc. permits use of its trade-mark "Sanforized," adopted in 1930, only on fabrics which meet this company's rigid shrinkage requirements. Fabrics bearing the trade-mark "Sanforized" will not shrink more than 1% by the Government's standard test.



More and more it's a young man's world. Science says we're about 16 years younger than our fathers were in their day.

Do you live it, and look it?

BORN in ancient Rome, the chances are you'd have died sometime between your 20th and 30th year. By 1940, the average person's life expectancy was 63. And in the next six years, science presented us with the gift of yet another five years of life.

This roll-back of our years is happening so fast, our thinking cannot keep pace with it. Do you set your gauge by your father's time on earth? It's not only enjoyable—but necessary—to calculate how man's youth has lengthened, and to live your life accordingly. Splice that 16 years you've gained, right into your middle youth.

This has been man's dream since the world began: to have the ease and knowledge of maturity—with the look and buoyancy of youth. And with more and more men every year, this is a dream come true.... How they do it is no secret. They use not only their forks, but their brains, as they eat. They're active physically, mentally, socially. And it's a sort of second nature to take a young man's care of their appearance

A news photograph of Douglas Fairbanks, Jr. arriving at a Royal Command film performance in London. Recently Mr. Fairbanks was, by special investiture, made a Knight Commander of the Order of the British Empire. His newest motion picture is "State Secret," soon to be released.

—always. This seems to be a part of that spirit which keeps man young.

Lord Chesterfield wrote to his son, "Trifles, little attentions, done or neglected, will make you either liked or disliked in the general run of this world." As specialists in shaving preparations for a hundred years we'd like to speak of a "little attention" that contributes amazingly toward the kind of face everyone likes to look at—the man's face that is scrubbed, fresh, healthy-looking.

It's this: before you shave, give your face a good dose of the tap's hottest water. Your barber does it after your shave. But dermatologists say it does you twice the good to apply it before you shave. One, it brings up your own nourishing, renewing blood. Two, it softens hair for an extra-quick, clean shave.

**Special preparation tones and actually soothes your skin**

But it's the everyday use of Williams Aqua Velva after your shave that will do the most to give you a look of healthy skin freshness. Regularly used, this circulation-rouser brightens and braces your skin as nothing else can. A very good reason why Aqua Velva got to be the world's most popular after-shave lotion.

Williams Aqua Velva is full of good sensations. Tonic freshness. A masculine scent. It keeps your skin flexible and comfortable . . . its natural moisture intact. And that helps protect it from sun, wind, cold. Another way Aqua Velva looks after your face: it lends first-aid to scrapes or skin-breaks, keeps your skin feeling soothed, looking young!

**HOWEVER YOU SHAVE,  
WE HAVE WORKED OUT A PREPARATION  
THAT WE BELIEVE TO BE SUPERIOR—  
IN VERY DEFINITE WAYS**

**Special preparation for brush users**

Williams Shaving Cream offers your skin a new comfort—extract of lanolin—an emollient remarkably like that contained in all human skin. Extract of Lanolin is a highly concentrated form of the active elements of soothing Lanolin. We're proud to say that it's found only in Williams. If you take a young man's care of your appearance,

you'll appreciate how this cream helps to keep your skin looking young and healthy.

**Special preparation for brushless shaves**

Williams Glider Brushless contains a special ingredient—a refined, natural oil—which softens your beard and enables the razor to cut your whiskers close and clean without scraping. Another special ingredient, found only in Williams, helps replace the skin's natural oil. Rubbed well into the skin, it helps to keep skin smooth, young-looking.

**If you use a Schick, Remington, etc. . . .  
a special beard conditioner**

Williams Lightning Lectric is a pleasantly fragrant liquid that softens your beard so that it almost *wipes off*. One special ingredient prevents sticky perspiration from slowing up your razor.

Another special ingredient lubricates not only your skin, but the razor-head—giving you a faster, closer shave. After using Williams Lightning Lectric, your skin feels happy, has a fit, healthy look you'll like.

**After any or all shaving—use the world's  
most popular after-shave lotion**

Never miss Aqua Velva after your shave. Yes, any time you want a quick refresher . . . use Williams Aqua Velva.

We put our first shaving preparations on the market in the year 1840. Since then our products have held the public approval. Their good name has grown and grown, for an obvious reason: men know these Williams products do the work, and do it better. Year after year, more and more men are using Williams products. Year after year, more and more men are looking wonderfully young, alive, and healthy.

Vice-President of the American Association for the United Nations, Douglas Fairbanks, Jr. has spent important time among these United Nations. He is an executive of CARE, on which he has lavished the prodigious Fairbanks energy. For his help, several nations have decorated him. Several more, including the U. S. A., have decorated Commander Fairbanks for his brilliant work during his five years in the Navy. Just 2 of 18 examples: the Italian Military Cross for gallantry at Salerno, where he led a naval commando raid behind the German lines; the Legion d'Honneur for his achievements as commander of a task unit in Southern France.





VELVET CARTWHEEL in coral is new Dior idea for sleeveless dresses (Bergdorf Goodman, \$69.50).



STRAW CARTWHEEL, more usual than velvet, has pearl "beauty mark" on veil (Mr. John, \$39.50).

# Spring Hats

## THIS IS THE YEAR FOR SIMPLE SHAPES

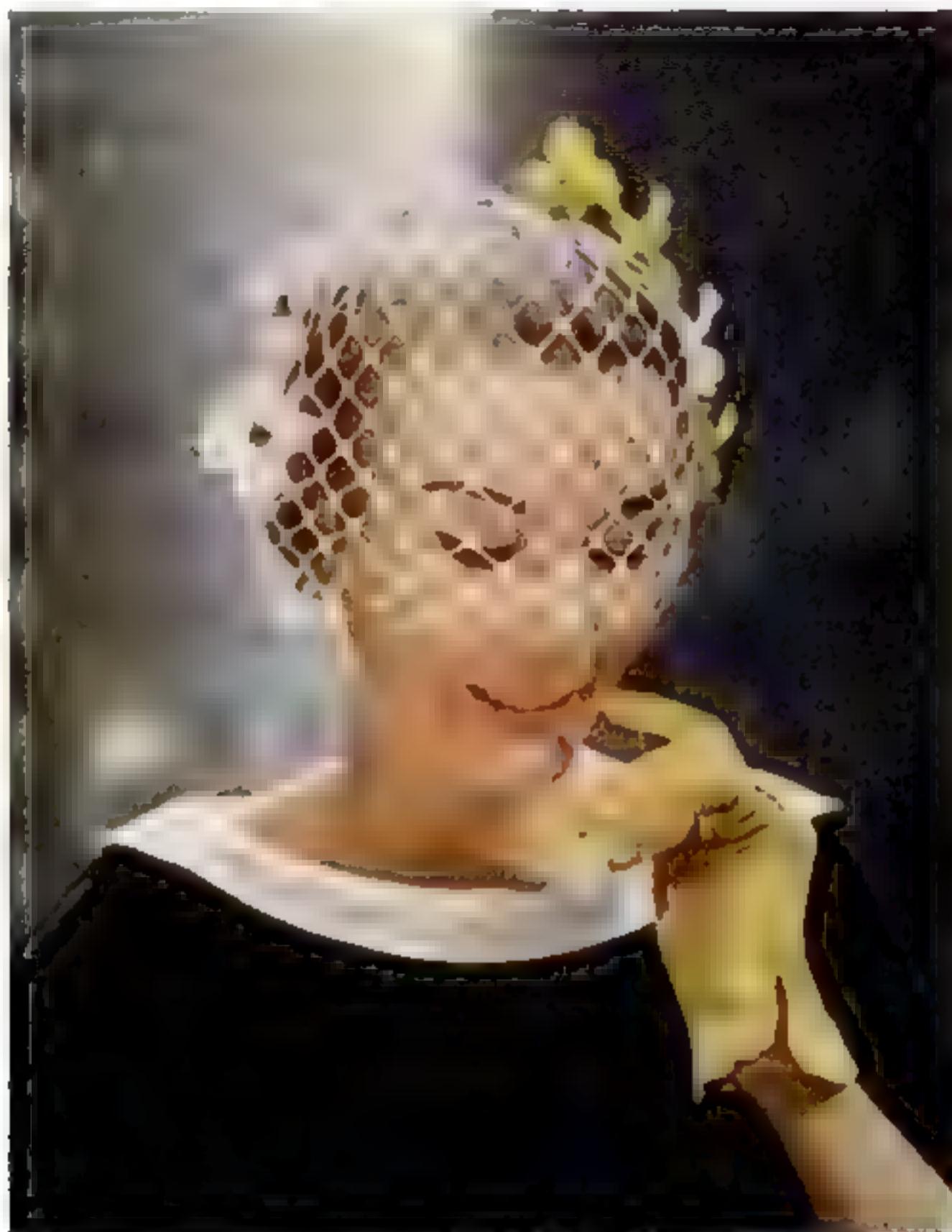
The most important thing about hats this spring is that so many women are wearing them. The recent tendency to go bareheaded has been reversed simply because the season's narrow silhouette looks better when balanced with a hat. Out of a wide variety of styles, two have been outstanding in Paris and the U.S.: the perennial big cartwheel, which is newest in unseasonal colored velvet (above), and the little white hat (p. 103). Veils, instead of being tacked-on afterthoughts, are often a hat's only trimming; sometimes there is nothing else to the hat except a veil (p. 101). Shapes are generally trim and simple. Even a flowered hat (*opposite page*), unlike the overgrown "conversation piece" that on past Easters provoked more kidding than compliments is pruned this year to a definite outline.



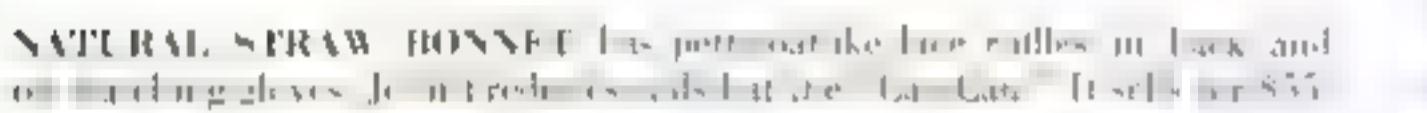
**SMALL SPRING FLOWERS** completely cover this cloche made of straw and its matching straw handbag. The hat is trimmed with a heavy starched veil and

a bow of pale yellow velvet. John Frederics designed the hat to sell at \$69.50, the bag at \$65. Both will be available later for department store sales at \$22.50 each.

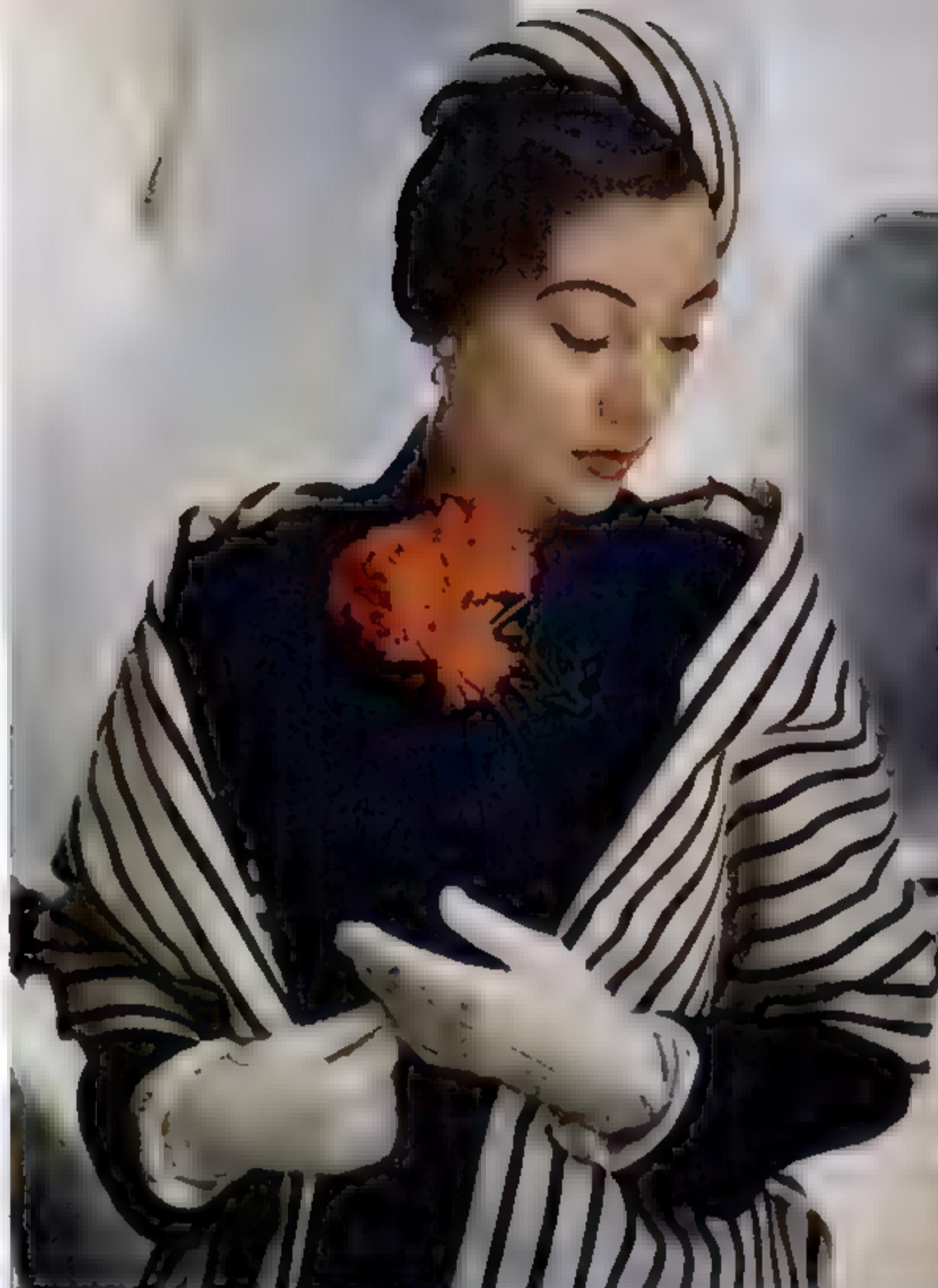
SPRING HATS CONTINUED



**STARCHED VEIL** of coarse otto grass fibers on the back of head along a row of yellow and white pom-poms. **Li Da**. From **Top**. The price, \$3.50.



**NATURAL STRAW BONNET** has petticoat-like lace ruffles in back and on brim. **Jeantred**. From **Top**. It sells for \$3.50.



**HEAVY SILK BELTING** was sewn together by **Mr. Lee** to make a hat (\$3.50) and matching scarf (\$3.00). The ornaments are artificial but scenic.

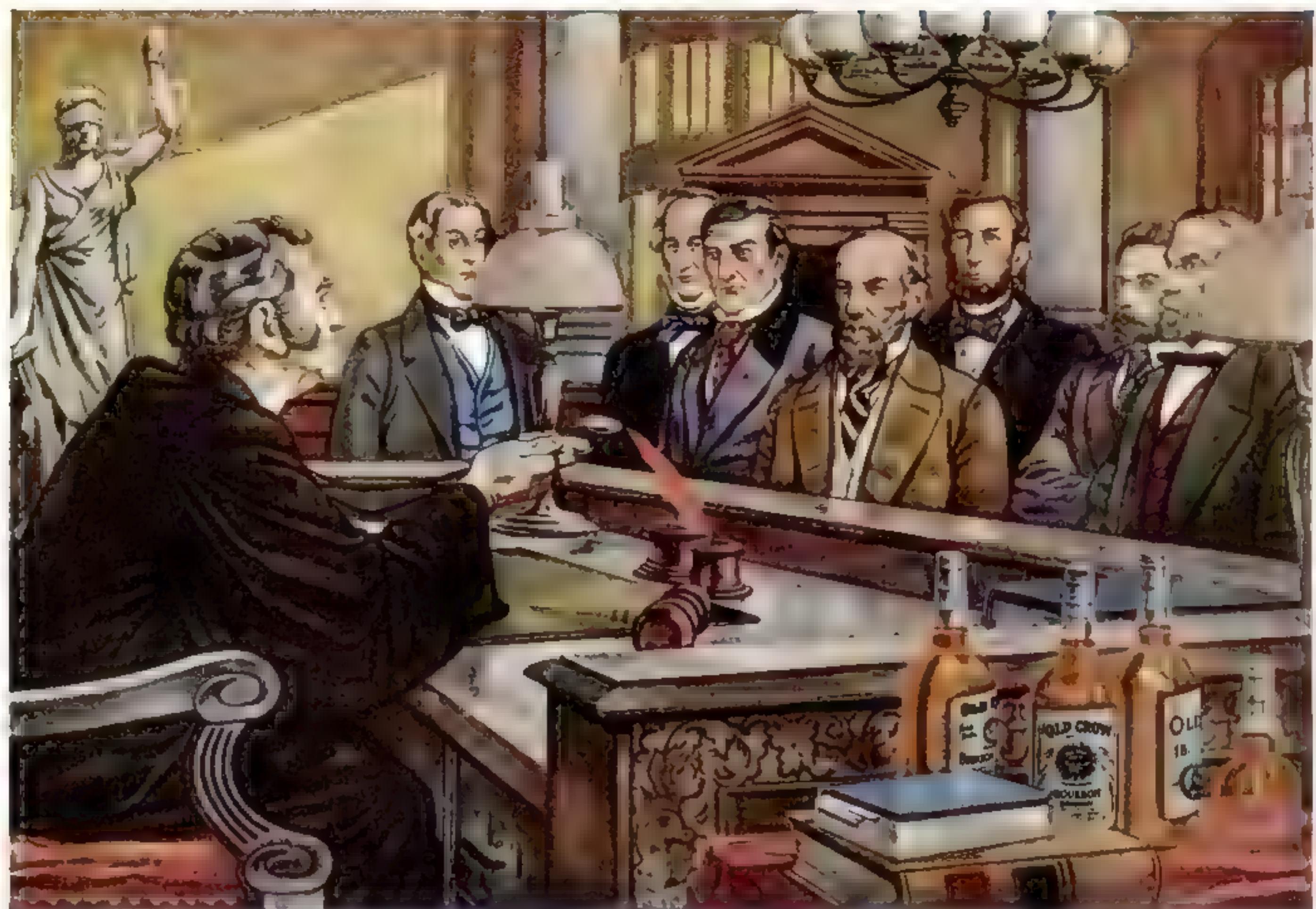
**BURLAP CALOT** with gold coins dangling over the wearer's forehead is by **Suzi U.S.A.** At \$6.95 it is among the cheapest of this year's crop of originals.





**GINGHAM LAPPET**, worn here with red tweed suit, is gathered at the back of the head in the style of the early Italian Renaissance—when fashionable women

wore their hair up and covered the neck to soften the lines or to hide the need for a trim. Called 'Back Talk' by Designer Sally Victor, the hat retails at \$19.50.



## OLD CROW WINS ANOTHER DECISION

Time and again in Old Crow's long and distinguished history, the courts ruled that no whiskey other than genuine Old Crow could be labeled or sold by that name.

# OLD CROW

*Kentucky Straight Bourbon Whiskey*

At one time more than 1800 writs, desists and summonses were needed to stop imitation of the Old Crow trademark. But Old Crow itself was inimitable . . . and never ceased to command the preference of discriminating men. Today, as 100 years ago, it remains a standard of perfection in Kentucky bourbons.

A TRULY GREAT NAME

*Among America's Great Whiskies*



SPRING HATS CONTINUED

## THE LITTLE WHITE HAT



PIQUE PILLBOX (Suzy, \$6.95) is tied on by pearl-trimmed veil. Newest angle is straight on brow, but if this is unbecoming it can be worn farther back.



VEILED STRAW SAILOR (Mr. John design, \$6.50), traditional for spring, this year appears more often in white than in the usual toast-colored straw.



HARLEQUIN HELMET, a copy of French design (Madcaps, \$5), is white pique. Like other hard-to-clean cotton hats it has a short life but a pretty one.

*You'll love*  
"COTTON BELLES"

by *Seamprufe*®

the only lingerie  
fashioned of  
Wamsutta\*  
batiste



The Seamprufe label means lingerie at its best! These and other "Cotton Belles" are fashioned exclusively of finest combed Wamsutta cotton, doubly mercerized and Sanforized\*. From \$3.00 to \$4.00.

*At Your Favorite Store*

\*Reg. U. S. Pat. Off.

LUCILLE - White, Pink, Blue, Yellow;  
32-40. About \$3.00

SHAZELLE - White, Pink, Blue, Yellow;  
32-38. About \$4.00

CLARABELLE - White only; small, me-  
dium, large. About \$4.00

GEORGIABELLE - White only; 32-38.  
About \$4.00

SEAMPRUFE INC. - 612 FIFTH AVENUE - NEW YORK 18, NEW YORK

# new! a revolutionary advance in shirt comfort and neatness!

the new Van Heusen **CENTURY** Shirt  
with the soft collar that

# won't wrinkle ... ever!



**Perspiration won't wilt it!**  
Soft collar of new Van Heusen Century  
keeps neat day thru night—without starch! . . .  
without stays! It's woven in one piece . . .  
has no linings to wrinkle. Fold line is woven  
in by new process . . . feels handkerchief-soft.

**Work won't wrinkle it!**  
No matter how active you are, that handsome  
Van Heusen "Comfort Contour" collar styling  
always gives you a neat, smart look. Even  
the collar points resist curling. Yes, the  
Van Heusen Century is a shirt sensation!



Ordinary collars  
made in three pieces



Van Heusen Century  
woven in one piece

**The secret of the Century!** Not three layers of  
cloth stitched together—but woven . . . actually  
woven in one piece. Has no lining—no fused  
or stitched layers to wrinkle, buckle, work apart.  
Even the fold line is woven in so it can't  
fold wrong. What's more, can't be ironed wrong.

For the first time in your life, you can wear  
a shirt with a luxuriously soft collar that  
stays neat, wrinkle-free 24 hours of the day!

Not fused, not starched—the soft collar of  
the sensational new Van Heusen Century  
is woven in one piece of special fabric . . . has  
no inner linings or layers to wrinkle and  
buckle. It's the only soft collar of its kind.

But that's not all! The fold line of this  
remarkable collar is woven in by a new process.  
Feels as soft as a fine linen handkerchief  
round your neck. Can't be folded wrong  
. . . folds almost by itself without ironing.

Perspiration won't wilt it . . . laundering won't  
hurt it . . . work won't wrinkle it. And the  
new Van Heusen Century has every other  
feature you've ever wanted in a shirt . . . from  
the smart, low-setting Van Heusen "Comfort  
Contour" collar styling . . . to the tug proof  
pearl buttons. Lab-tested fabrics, too—a new  
shirt free if your Van Heusen shrinks out of size.

Discover new comfort and neatness in the  
Van Heusen Century . . . you'll know  
why it's America's  
most talked-about shirt! **\$3.95 and \$4.95**

Phillips-Jones Corp., New York 1, N. Y., Makers of  
Van Heusen Shirts • Ties • Pajamas • Collars • Sport Shirts



**Laundering won't hurt it!**

It's easy to launder—the collar is ironed flat, and because the fold line is woven in, it folds almost by itself. You can't even iron-in wrinkles. No starch, less ironing mean more comfort, longer wear.

# Van Heusen<sup>®</sup> *CENTURY* shirts



**Both qualities in two smart collar models**

both with single or French Cuffs

Century 100 Regular Collar, \$3.95  
Century 200 . . . Wide-spread, \$3.95

Century 400 Regular Collar, \$4.95  
Century 500 . . . Wide-spread, \$4.95



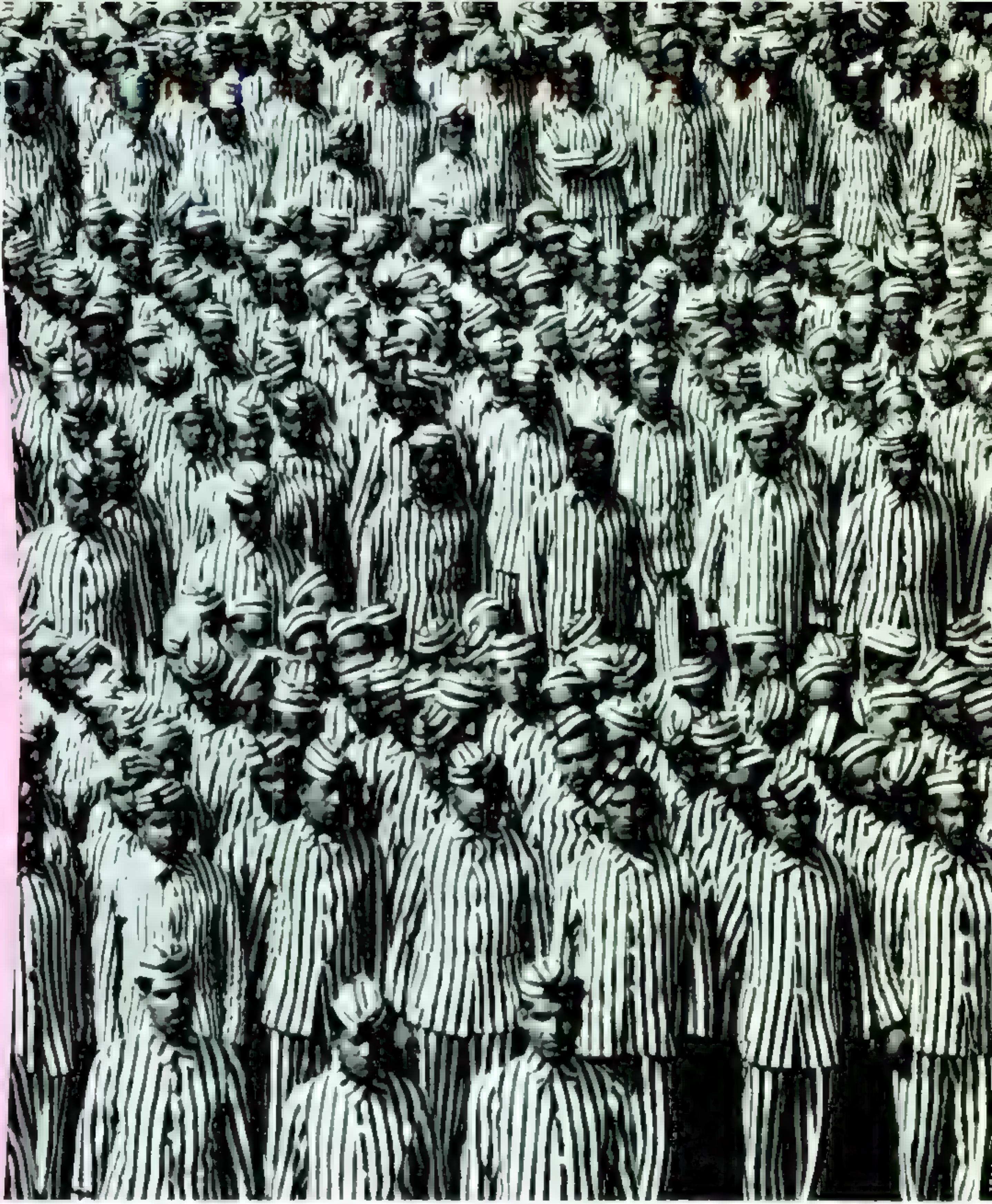
# THE **BLACK PALACE**

**An infamous cesspool of Mexican crime  
is being scoured by a vigorous warden**

In Mexico City a sun-baked street of small shops and dwellings called Lecumberri runs into the northeast outskirts of the capital and there ends at the Federal District Penitentiary. For 40 years Mexicans have called the prison the Black Palace of Lecumberri. They have known it as a stinking, graft-ridden place, an animal cage for great and petty criminals who openly traded in smuggled narcotics, murdered each other in knife brawls and lived in depravity in overcrowded cells. Some of the habitués of the Black Palace took pride in the fact that it was one of the Western Hemisphere's worst prisons. But Mexico took no pride in it.

A year and a half ago into the Black Palace of

Mexican  
Jail



STRIPED ASSEMBLY of prisoners wearing regulation uniforms except the personal items.

Leamori came a new warden, Colonel Francisco Linares (right), friend of Mexico's energetic President Miguel Aleman. A professional soldier, former police chief of Vera Cruz and federal legislator, Colonel Linares knew he was stepping into a cesspool but thought he could clean it. First he swept out 70% of the old staff, then he rebuilt the guard force with former soldiers, and instituted army-style discipline for prisoners. For 18 months now Colonel Linares has been bringing unprecedented reform to the prison, which serves both as a national penitentiary and as the central jail of Mexico City.

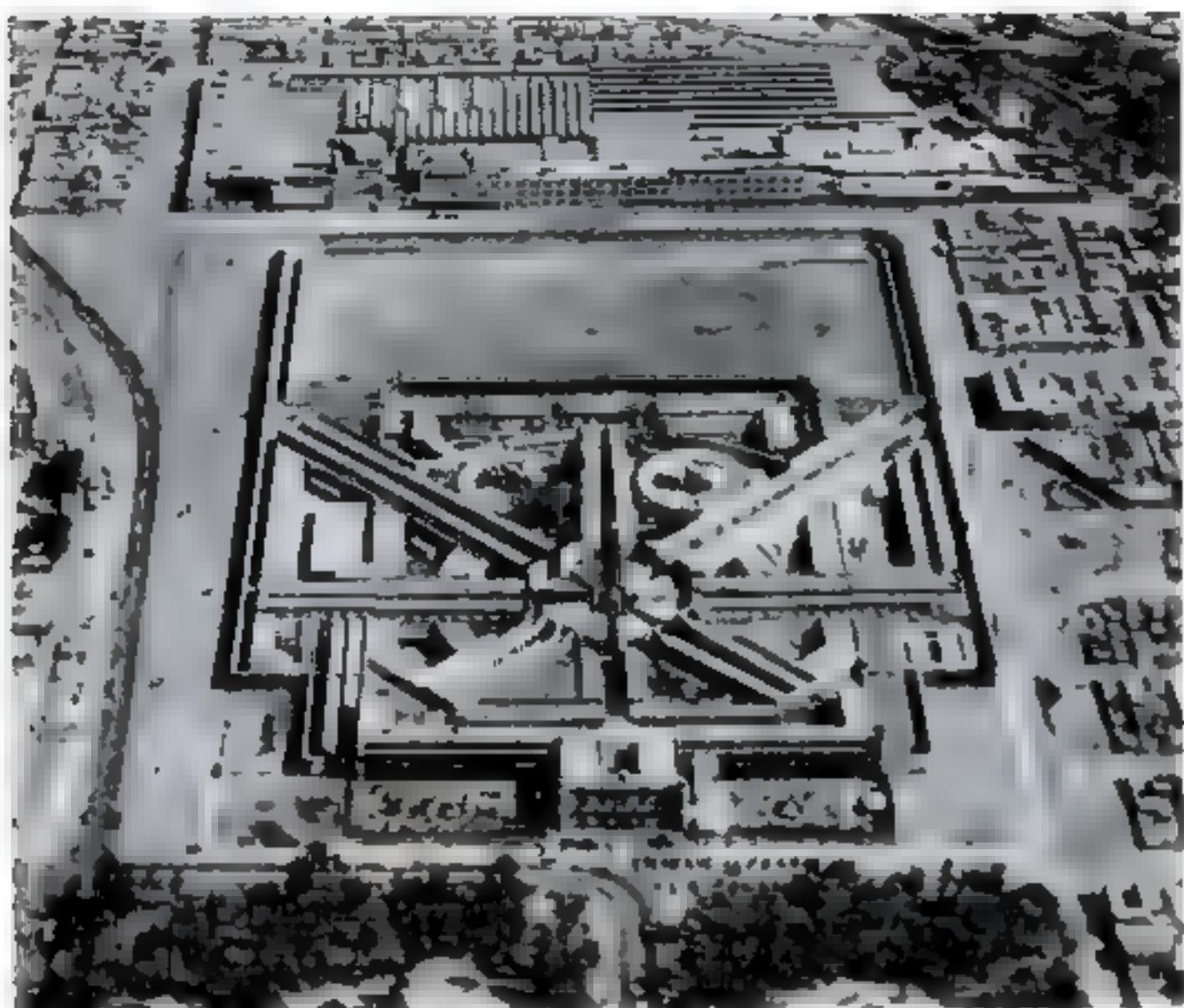
The clean up came at a difficult time because it coincided with a 1949 crime wave in Mexico.

From last September through January the Black Palace's population grew about 15 prisoners daily. Only in March, when 184 long-term convicts were shipped from the Black Palace to the island prison colony of Ilos-Marias, was the gain halted. The prison's 12,000 inmates, in for everything from misdeavor to murder, are crowded into a prison built for 2,000. Most of them are as tough as ever, but under the new warden's program they are more manageable. The pictures on the next eight pages, taken by Life Photographer Frank Scherschel and Mexico City Photographer Juan Guzman, show more of the Black Palace than any photographer has ever been allowed to show before.



NEW WARDEN and reformer of Black Palace is Colonel Francisco Linares, who uses army discipline.

## BLACK PALACE CONTINUED



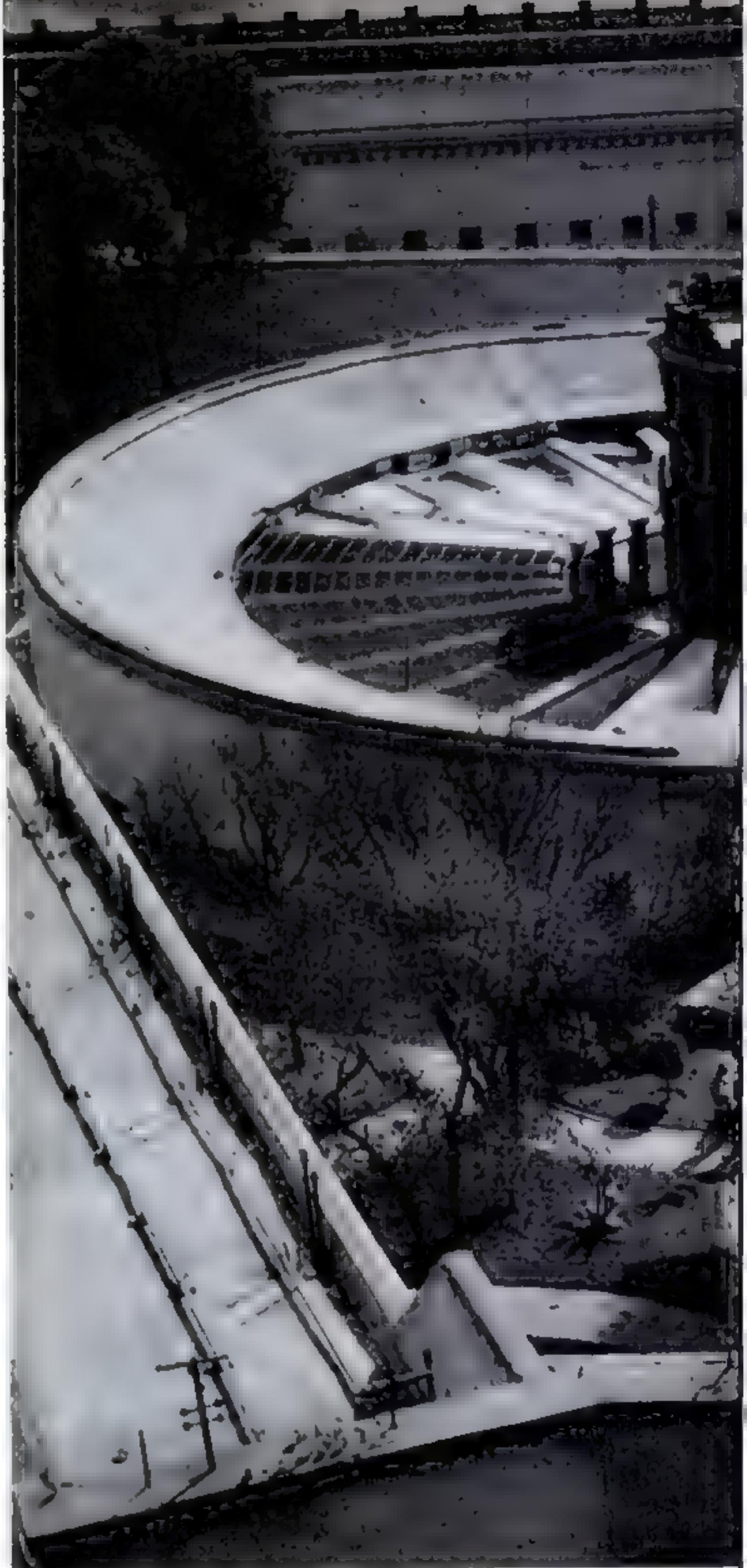
**AERIAL VIEW** shows complex combination of circular and straight cell blocks inside a 22-foot-high wall. The building at the top is a large chinaware factory.



**PRISONER PARADE** moves smartly around the prison athletic field to band music. Army-style marching is part of new warden's program to improve morale.



**HIGH-WALLED PATIOS** outside cells at the center of "circulars" give privileged prisoners a private place where they can pace up and down or loll in the sun.



LIKE A HUGE ROULETTE WHEEL, CIRCULAR NO. 1 FILLS CORNER OF PRISON

## THE PRISON ROUTINE

Colonel Linares, the warden of the Black Palace, pays little attention to conventional penology. "I receive dozens of books on scientific penology," he explains. "I just lock them away and forget them. We can't run an Alcatraz, a Leavenworth or a Sing Sing here. We have to run this place *à la Mexicana*." The prison administration, therefore, permits Mexico City postmen to take special delivery letters directly to prisoners in their cells. Vendors are allowed to peddle toilet articles, soft drinks and tobacco inside the walls. Prisoners who behave and can afford it are permitted to employ other inmates as servants. Visiting regulations would be considered dangerously lax elsewhere.

To Colonel Linares the easygoing Mexican way is fine as long as discipline



TROTSKY'S ASSASSIN IS KEPT IN SECTION WITH BARRED CEILINGS (LEFT)

## IS "A LA MEXICANA"

is maintained. To get prisoner cooperation he gave military ranks as high as lieutenant colonel to 30 intelligent prisoners and arranged for the election of a mayor to rule each cell block. To raise the prison's morale he built large bathhouses, cleaned up the kitchens and gave the prisoners plenty of nourishing food on new clean plates. But when necessary he uses an iron hand. For fighting, card playing and insubordination he once clapped 600 prisoners into the solitary confinement of the "circulars" (above). Soon Colonel Linares had more order than the Black Palace had ever known. Under his regime only one convict has escaped. This made the colonel so mad that he personally led the investigation and brought the criminal back to "solitary"—at his own expense (nearly \$600) but in triumph.



MASS CALISTHENICS use up 4½ hours in the daily routine of most male prisoners. On this same big field they also play softball, volleyball and basketball.



PRIVILEGED PRISONER Luis Rejillas, in for fraud, is served coffee by his fellow inmate Dionisio Alquisira, in for robbery, whom he employs as his servant.



A DEVOUT PRISONER remains in prison schoolroom, where Sunday Mass is held, to pray in private after others go. The men's section lacks a formal chapel.

## BLACK PALACE



**IN HER MODEL CELL** María Teresa Hernández, 29, a star ballplayer (note her softball shoes), fondles a puppy her sister gave her. In for four years for scar-

ring a girl friend with a bottle during a brawl. María has brightened her cell walls with pin-ups and cigarette tin foil. All women's cells have washstands and toilets.



**AMERICAN PRISONER** Mary Carter, 34, a shoplifter, holds fellow inmate's baby as she chats with matron. There are two other Americans in for smuggling.

## MOTHERS, CHILDREN SHARE PRISON LIFE

In 40 years only one new section has been added to the original penitentiary, and this houses the women prisoners, who now total about 10% of the prison population. Though somewhat less crowded than the men, the women were suffering at least as much from the intrinsic boredom of prison life when the new warden arrived at the Black Palace. He provided new equipment for athletic competition, and the women's earnest-looking teams may be seen now on parade at all exhibitions of prison activity. When a woman athlete has shown unusual skill, and if she also has a long sentence, Colonel Linares is inclined to boost her morale by giving her a private cell which she can decorate to her heart's content (opposite page).

The women in the Black Palace include about three dozen mothers, who keep their children with them. This is an economic necessity which the administration recognizes and, because most of the mothers are serving short terms, the children's prison experiences do not necessarily scar their personalities. The children share their mothers' prison life, sleeping in their cells, joining them in the square (right) where they go for recreation. In prison both mothers and children often get more milk and good food than their poverty outside permits them. Like illiterate male inmates, some women improve their time by learning to read and write, using such mottoes as *Amar el prójimo* (Love thy neighbor). One of their professors, a prisoner, is a former radio announcer who killed his wife.



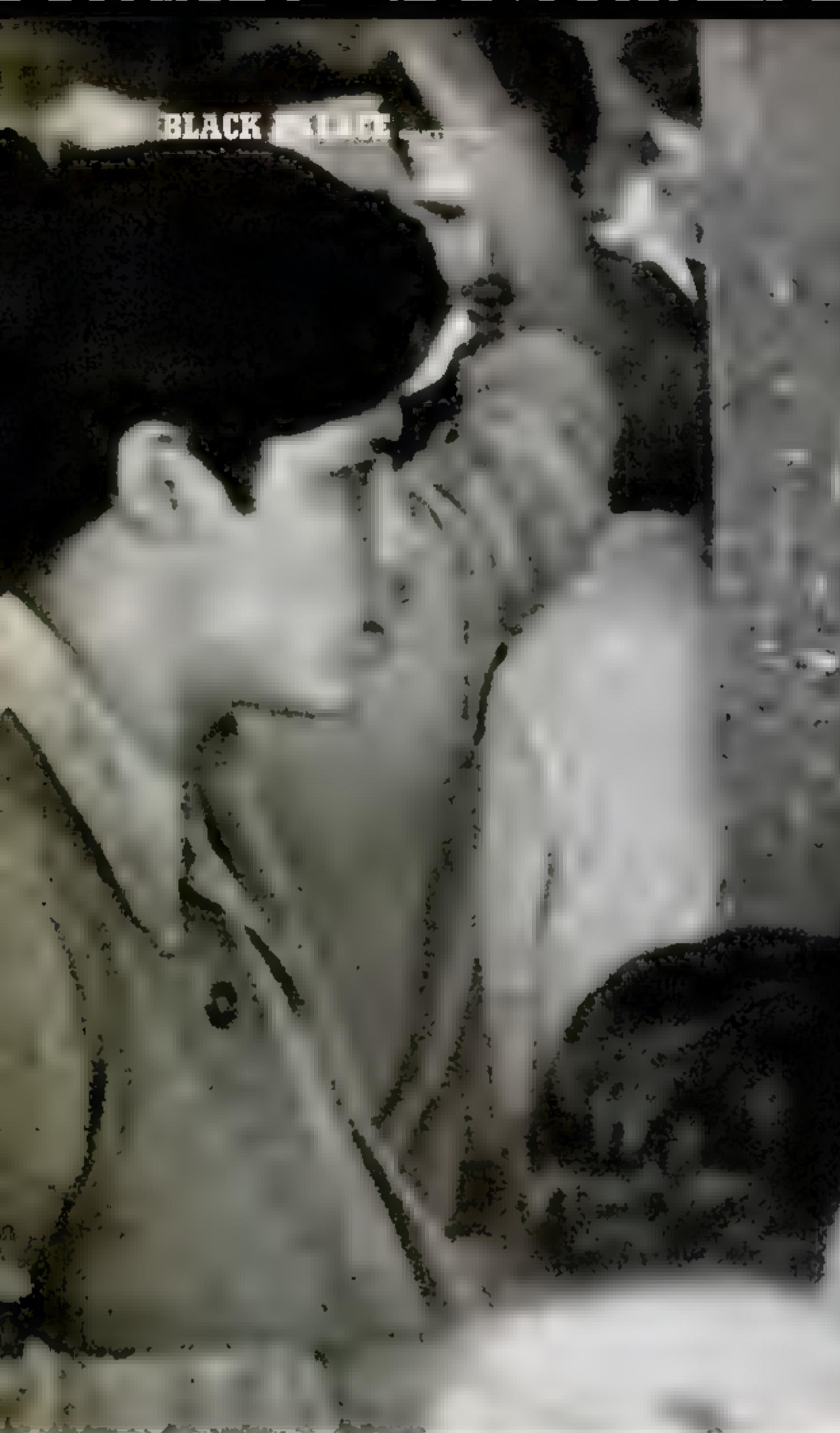
**PRISON ATHLETES**, led by women, parade around the athletic field. They play intramural games and also meet teams from a Mexico City normal school.



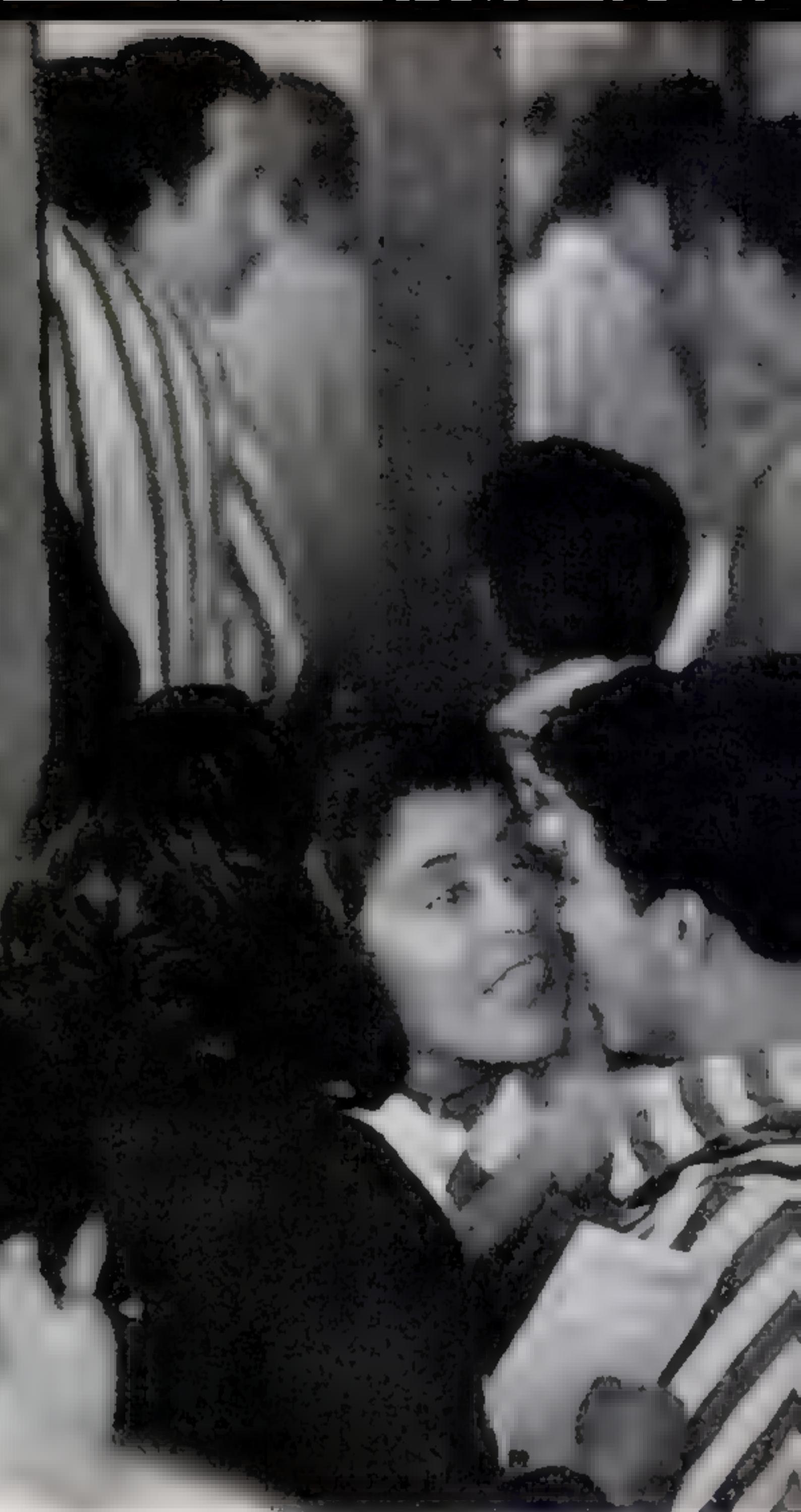
**WOMEN'S AREA** (above) is separated from men's cell blocks but kept under scrutiny by male guards. Below: prisoners relax with small children on a laundry-decked court. Prison stripes are not required and few of the women wear them.



## BLACK



"VISITA CONYUGAL" brings prisoners and wives or recognized mistresses together for two hours one day a week at the Black Palace. Women move on from



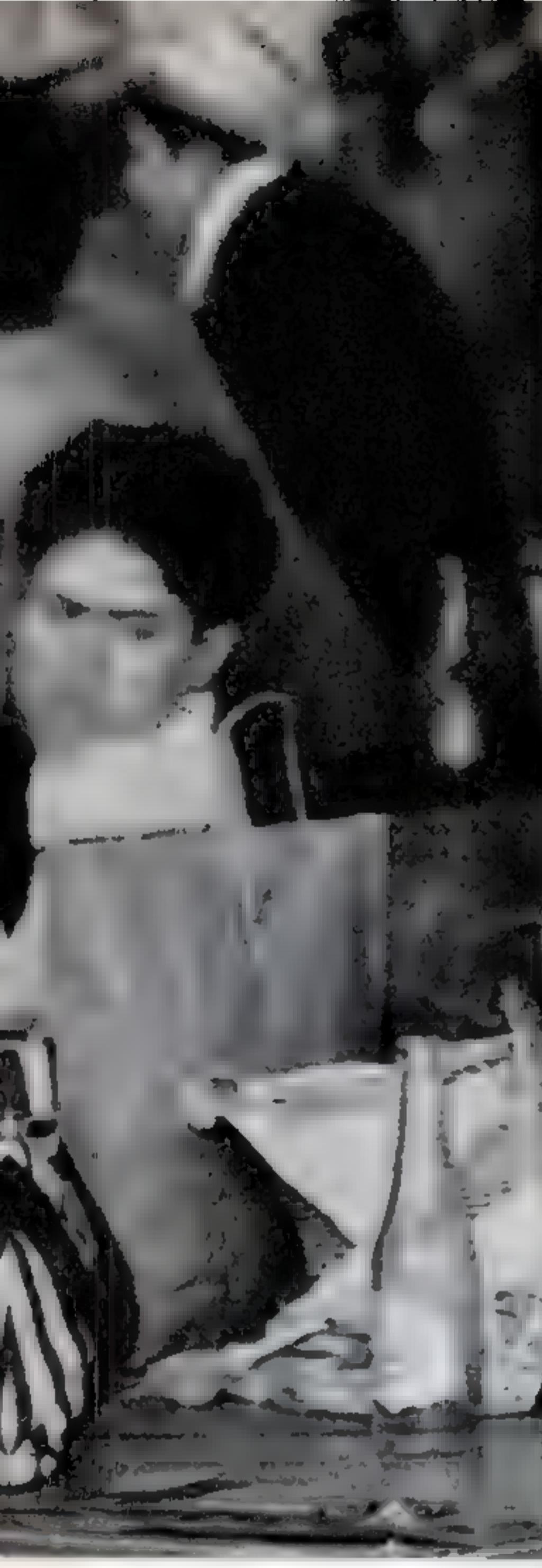
here to their husbands' cells. At right are gifts which wives may bring to their husbands. In some of Mexico's other prisons, a general visit is held at night.



**PRISONER'S FRIEND**, Attorney José Menéndez, helps inmates win their freedom. Here he speaks with girl whose release he won after she had baby in prison



**FAMILY VISIT** brings wife and two children to this man's cell. On a busy day the prison corridors and patios are filled with scores of families visiting young ter-



## WIVES VISIT MEN'S CELLS

A Mexican penal tradition which Black Palace prisoners enjoy is the *visita conjugal* (conjugal visit), an arrangement which permits male convicts to receive their wives once a week. Common-law wives are as welcome as any, providing the relationship existed and was recognized before the husband's imprisonment. When as many as four men share a cell, they considerately give each other privacy during the respective wives' visits. Officials feel that this handling of a deeply human problem helps prevent homosexuality. Furthermore Mexicans believe it helps preserve the nation's strong family tradition even through adversity. In 1947 a Communist social worker got the *visita conjugal* abolished, but it was restored after a week of steady rioting. The conjugal visit is only for male prisoners.

A FAMILY HOLDS A REUNION OUTSIDE CELL →



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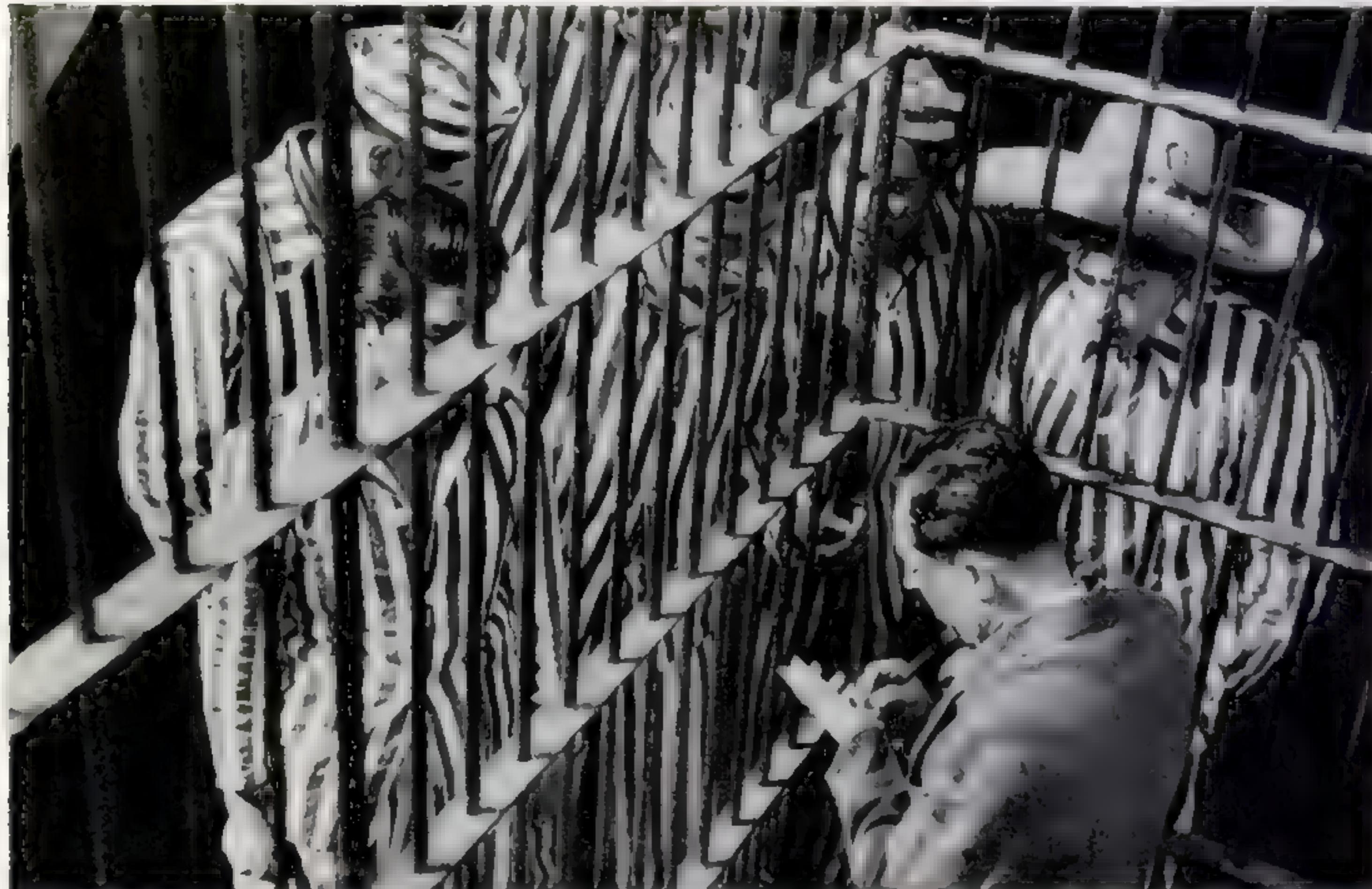


INCORRIGIBLE KILLERS PEER FROM SOLITARY CELLS. THE MEN IN CELLS 19 AND 23 HAVE EACH KILLED ONE MAN WHILE IN PRISON. CELL 18 HAS KILLED TWO

## KILLERS GET "SOLITARY"

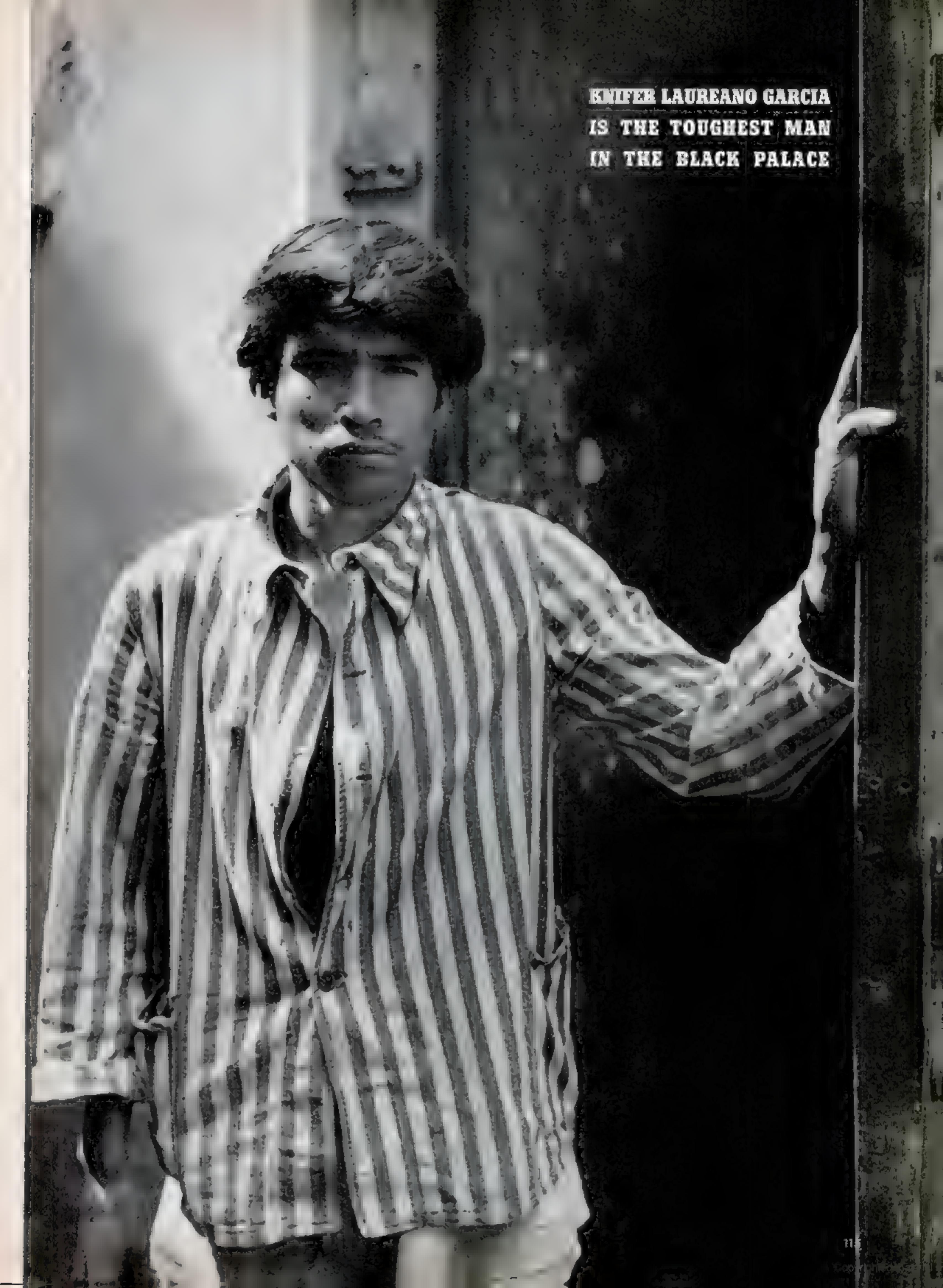
Mexican law prohibits the death penalty or life imprisonment. In Mexico City the maximum sentence is 30 years. The evil-looking killers on these pages may serve the full 30 years. Black Palace guards consider Laureano Garcia (*opposite page*), jailed for knifing a friend, the

meanest man in prison. Nothing tames him. He makes crude knives, picks fights, spits in guards' faces. Before Lenares came prison brawls were common. The new warden now locks killers in solitary confinement. There have been no murders and only one bad knifing since he took over.



"SOUL OF THE PRISON" is the inmates' friendly nickname for Secretary General Jose Farah, who hears their complaints, expedites trials, keeps in touch

with families. He is seen above in one of many daily interviews. A lawyer, now 48, Farah began his work in 1938 after serving as a state supreme court judge



LAUREANO GARCIA  
IS THE TOUGHEST MAN  
IN THE BLACK PALACE

# SLEEP



# and How to Get More of It

Delving into an ancient accumulation of notions, nostrums and nonsense, scientists have established new solid facts about this elusive subject

by ROBERT COUGHLAN

WITH a man I knew the trouble commenced with a mouse.... He was awakened by what seemed to be a pin prick in his finger. He shifted his arm sleepily and dozed off again—to be again awakened by the same feeling.

This time he flipped on the bed-light—and there attached to the bleeding end of his finger was a small and avid mouse. My friend, to use his own words, "uttered an exclamation," but probably he gave a wild scream.

The mouse let go.... The victim sat shivering, and very, very tired. He considered how he would have a cage made to fit over the bed and sleep under it the rest of his life. But it was too late to have the cage made that night and finally he dozed, to wake in intermittent horrors.

—F. SCOTT FITZGERALD: "Sleeping and Waking"

OR the trouble may start with "a single mosquito"—a mosquito such as appeared one September night in Fitzgerald's room on the 20th floor of a New York hotel, bringing "increasing wakefulness, wild impotent rage" and finally "the sense of how sleep can be spoiled by one infinitesimal incalculable element." Or it may begin with being in love, or eating too many onions, or getting a notice from the Collector of Internal Revenue. Or it may have no particular beginning, but just develop. It has happened to most people some time, and evidently it happens to a great many people, especially Americans, much of the time. A Gallup poll of eight north Atlantic nations in 1947 showed that Americans are the champion insomniacs of this part of the world: 52% said they had trouble part or all of the time going to sleep at night. They and their friends, the people who wake up in the middle of the night and the people who can't sleep past a fixed hour in the morning, no matter how tired they may be, are the sleeping-pill customers. Last year they bought 3 billion 360 million pills, an average of 24 for every American.

Insomnia is thus a major national malady but one which, since it has never killed anyone, has received little serious medical or scientific attention. It is none the less serious to the people who suffer from it. It is as debilitating as anemia, as nagging as an ulcer and as uncomfortable as a leg in a cast. Most of all, it is aggravating, for the more one tries to get rid of it, the more likely one is to become stuck with it.

Sleep could perhaps be more easily secured if it could be tidily defined, since the first essential in getting something is to know what it is. It has been called a "timely dew" (by Milton), "the universal vanquisher" (by Sophocles), "Death's twin brother" (by Tennyson) and "Balm of hurt minds, great nature's second course" (by Shakespeare, who mentioned it 280 times). These descriptions are as good as any. For the fact is that no one really knows what sleep is, or exactly what causes it, or exactly why it is needed. It can only be described,

symptomatically as it were. When one goes to sleep this is what happens:

After a normal period of relaxation (up to about 30 minutes) the prospective sleeper reaches a stage of semiconsciousness which is neither sleeping nor waking. It is a feeling of "floating," or being "disembodied," known to the scientists as a "hypnagogic state." If all goes well, sensation ends and the subject floats over the borderline to unconsciousness. The passage takes only a few seconds, and is marked at the end by an abrupt shift in the origin of brain waves (minute electrical charges) from the back part of the head to the front. This shift was discovered last year by Dr. Mary A. B. Brazier at the Massachusetts General Hospital, and there is no theory yet to explain why it takes place. It is a triumph to have discovered it, however, since heretofore sleep investigators have been handicapped by not knowing the exact dividing line between sleep and waking. James Whitcomb Riley's line, "No boy knows when he goes to sleep," can now be qualified with the footnote that he can find out from Dr. Brazier.

## Sleep's transformation

WITH the reversal in the source of brain waves sleep has come, bringing with it mysterious and rather alarming transformations. The sleeper breathes slowly. His eyeballs turn out and up. His fingers grow cold and his toes grow warm. His senses fade. The blood does not leave his brain, contrary to popular belief, but his blood pressure falls rapidly, becoming weakest about three hours after sleep begins. His heart rate also decreases, but often rises again to reach a peak two or three hours after the onset of sleep, after which it slackens and becomes slowest about four hours later. His body temperature falls about one-half a degree Fahrenheit. Meanwhile his stomach and intestines continue inexorably to churn. The sleeper has at first lain quietly, but soon he begins to move—an arm, a leg, now his whole body, shifting from side to side and front to back. In the morning he may declare with perfect honesty that he slept "like a log," but an observer would have recorded that he changed the position of his body or some major member of it between 20 and 60 times. It is possible to "sleep like a log" only if one is anesthetized or dead drunk or feeble-minded.

After a certain time, depending on the sleeper's normal sleep span, the initial process is reversed. The body temperature begins to rise, the heart rate and blood pressure increase, there are vague discomforts in the area of the stomach and bladder and in the body musculature. Sleep becomes lighter, consciousness flickers, fails, flickers, the brain charge is reversed—the sleeper is awake. Perhaps he yawns, thereby inhaling extra oxygen to lower

the proportion of carbon dioxide that has accumulated in his body as a result of his muscular inactivity during sleep.

This, then, is normal sleep, "tired nature's sweet restorer," the insomniac's goal. Why is it so often so difficult to attain?

In general, insomnia is a price man pays for having become man. Sleep is not a problem for earthworms, tadpoles, bears or even monkeys, and only rarely for young babies. These lower forms of life lack the intelligence required for insomnia—which means, physiologically, that they lack the highly developed cerebral cortex of the adult human. In his "evolutionary theory of sleep" Dr. Nathaniel Kleitman, University of Chicago physiologist who has spent 30 years studying the matter, concludes that wakefulness is governed by two closely related neural structures: a "wakefulness center" that lies in the hypothalamus, a small mass of tissue at the base of the brain; and the cerebral cortex, the thick outer layer of the brain itself. Unless the "wakefulness center" is stimulated, one goes to sleep. In the lower animals stimulation comes mainly from hunger, pain, fear, sexual impulses and similar biological urges. But the "wakefulness center" can also be stirred by the cerebral cortex, the seat of reason, judgment, conscience and the other attributes of intellect. Man, who probably sleeps less than any of the other higher animals, is kept awake mainly by these cerebral impulses which, unluckily, he often finds himself unable to turn off.

But why does it happen so often to some people and so rarely, or not at all, to others? The answer seems to be that some people—all rather similar in physique—are born with a tendency toward insomnia.

Dr. William H. Sheldon of Columbia University, the leading investigator of the relationship between behavior and morphology (body structure), arranges humankind into three basic types. He has labeled them "endomorphs," "mesomorphs" and "ectomorphs." They have their common prototypes in every schoolyard, where they are recognizable as the fat boy, the strong boy and the skinny boy, respectively. Most people are, of course, a mixture of the three, but an evenly balanced blend is very rare, so that in nearly every person one of the three tendencies is strongest and tends to govern his behavior. Thus the fat-endomorph is by nature amiable, sympathetic and easy-going; he loves to eat and to sleep, and over-indulges himself in both, often claiming to need nine or ten hours a night. He has little trouble going to sleep, and he sleeps soundly and long. He is a deep, regular, rhythmic snorer. The strong-mesomorph, in contrast, is the man of action, aggressive, high in physical endurance, delighting in sports and every sort of physical challenge. Yet he needs little sleep, sometimes only five or six hours a night. He tends to

## SLEEP CONTINUED

become tired at about the same time every night and usually he falls asleep easily and sleeps soundly. He snores vigorously. He likes to get up early, take a shower and eat a man-size breakfast. He feels fine on awakening and can't understand people who don't.

That is one reason why the skinny-ectomorphs hate him. These people feel terrible in the morning, and they regard the mesomorph's good spirits as infuriating pretense and braggadocio. The skinny-ectomorphs are shy and introspective, tense and nervous; they tend to put off going to bed at night and they resist getting up in the morning, often lying for some time in a half-awake state. They use up a lot of nervous energy, tire easily and so need more sleep than either of the other types. But they sleep lightly and quite often are chronic insomniacs. They rarely snore.

The skinny-ectomorphs are temperamentally what Dr. Sheldon calls "cerebrotonic"; they are dominated by intellect, in other words by the cerebral cortex which supplies most of the stimulus to the "wakefulness center." But the fat-endomorphs and, indeed, even the strong-mesomorphs also have cerebral cortices and thus have the potentiality for insomnia, which they acquire whenever under undue cerebral stimulation. An exciting movie or a dinner with stimulating companions will tend to delay a mesomorph's falling asleep; a quarrel with his wife or the reliving of a business coup may keep him awake for an hour; a combination of troubles and excitement, if long endured, may start him on the road to habitual insomnia. From that road there is no easy return, for chronic insomnia has the peculiar distinction of being its own cause: worry about being unable to sleep acts like any other worry—it stimulates the cerebral cortex. The advanced insomniac characteristically approaches his bed in a state of "sleep-conscious" anxiety, and spends the next hours awake because he is fearful that he will do just that.

Aside from purely physical causes such as disease and organic malfunctionings, it is this one word, "anxiety," in all its complexities of cause and effect, which explains most sleep aberrations. It usually is anxiety that causes nightmares and "night terrors" in children, and it is the most frequent cause of sleepwalking and sleep-talking. The cure therefore presents itself *ipso facto*: stop worrying, especially at bedtime.

### The insomniac's ancient cry

THAT, however, is easier urged than done. It is not enough, for example, to tell a battle-shocked soldier who relives his war experiences at night to forget them: obviously he would like nothing better. In a lesser degree the same is true of the ordinary insomniac, to whose ancient cry, "If I could only stop thinking," countless nights have reverberated. In advanced cases the only cure may be psychotherapy, but for the mild neurotic (i.e., most of humanity) there are techniques which can be applied in the privacy of one's own bedroom.

The first and obvious one is to direct the mind by an effort of will away from personal matters. If one must think, let it be about objective rather than subjective things: not about one's own love problems but about the bees and the flowers. Along with this there must be a high degree of muscular relaxation. Complete relaxation is, of course, impossible (nor is it necessary, as witness the ability of people to go to sleep while driving and of exhausted soldiers to fall asleep while actually on the march). But the insomniac is in no position to quibble and should aim for as much of it as he can get, with special and particular attention to the muscles of the head, neck and chest. The reason for this is simply that a greater area of the brain is devoted to the incoming and outgoing signals of these muscles than to those of all the others combined. After the eye muscles, the ones to discipline most firmly are the speech muscles. The ability to think is intimately connected with the ability to talk. It is, in fact, almost impossible to maintain coherent thought without activity (minute, to be sure, but present and measurable) in the voice muscles. It follows that if the muscles having to do with speech are relaxed, the mind, in bafflement, will at last give up. The best way to do this is to let the jaw and whole face go slack in an expression of complete stupidity.

Mental vacuity and physical inertness are thus the uncomely handmaidens of sleep. They can be acquired by practice, but not easily: sometimes a year of conscientious application is necessary. They can be helped along by various palliatives, which will be useful to the light and troubled sleepers as well as to the true insomniac.

Unfortunately there are no firm, uniformly effective rules for the best sleeping arrangements. Room temperature, bed coverings, ventilation are all matters of individual preference, since within very broad limits (which do not include either the bed of nails or the hammock used in the British navy) these are simply matters of

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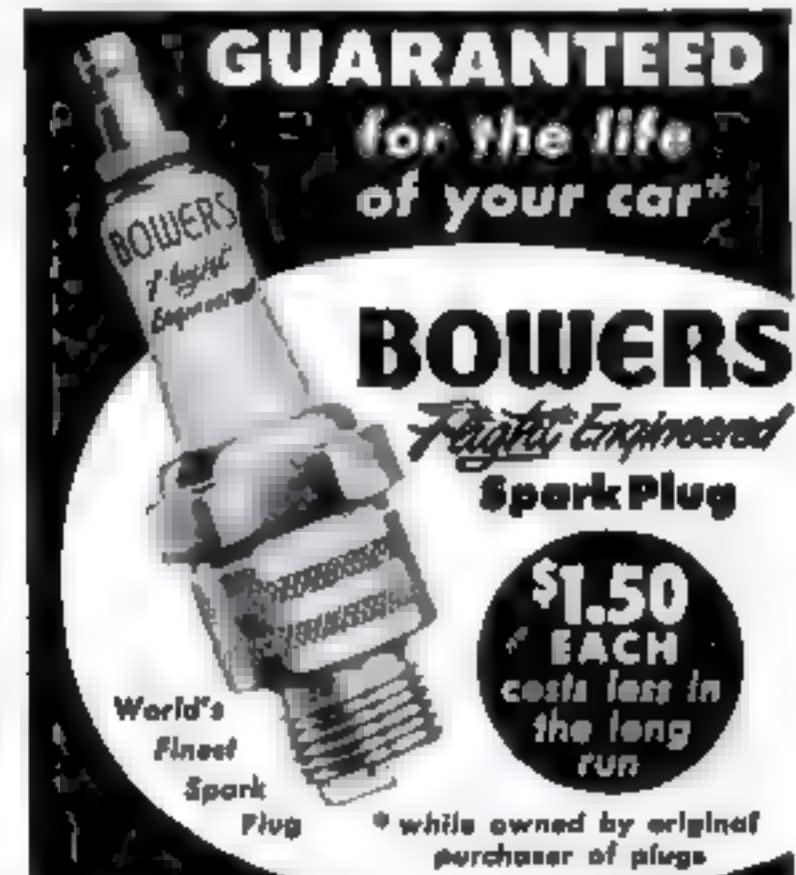
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## SLEEP CONTINUED

congenial habit. It is no more possible to say that a window should be up or down, or a mattress hard or soft, than it is to say that pork tastes better than beef. A possible exception is the matrimonial guidance expert's favorite prescription, the double bed. Doubtless other compensations weigh heavily in its favor, but the fact remains that most people sleep better alone. Insomniacs who are also double-bed fans can compromise by buying a superwide model at such places as the "Sleep Shop" of Lewis & Conger, New York City, where, indeed, every gadget ever dreamed of for aiding sleep is available (picture below).

Just as most of the "rules" about beds and beddings are widely flexible, so are many of the familiar do's and don'ts that are supposed to assure or prevent sleep. The admonition against lying on one's left, or "heart," side is of course pure superstition, since the heart actually is approximately in the middle of the upper body cavity and since, in any case, the normal, healthy turnings of the sleeper will inevitably land him on the left side several times during a night. There is not much more truth in the notion that a heavy evening meal interferes with sleep. Provided the sleeper enjoys normal digestion, a big meal helps rather than hinders sleep, and for some people the process may be helped along by a cup of good coffee to stimulate the digestive processes. And there is also much to be said for the "nightcap" as a soporific.

Other forms of bedtime nourishment seem to have little effect one way or the other. Tests at the University of Chicago showed no significant differences on the average whether the subjects ate or did not eat one or two sandwiches before retiring, or drank or did not drink hot or cold water or milk. Again, however, such matters depend on individual nature, and one man's Dagwood sandwich may murder another man's sleep, just as a hot bath before bed may

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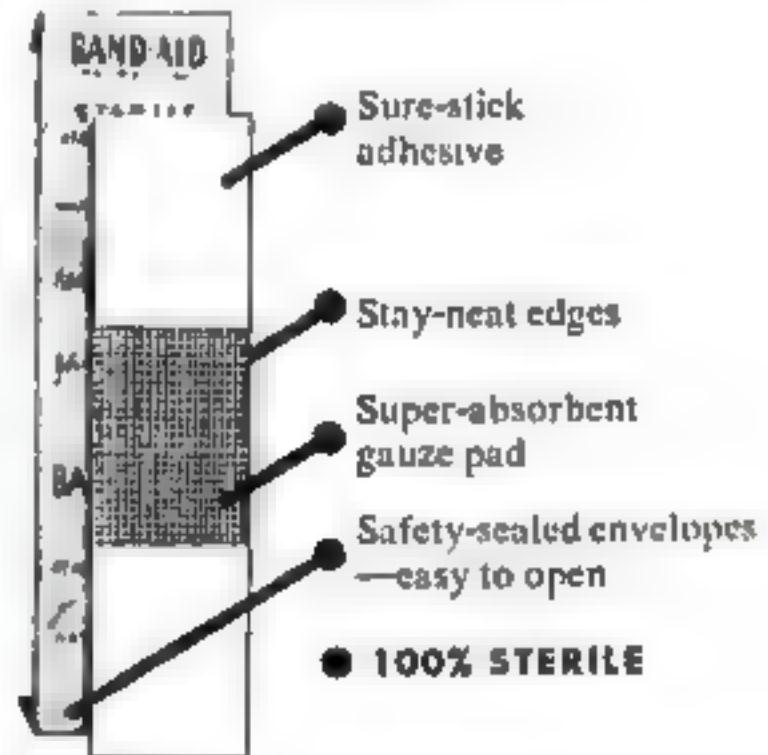
GADGETS sold at Lewis & Conger's "Sleep Shop" in New York City, run by Norman Dine (in bed above), include these alleged sleep-inducing items: 1. No-hands reading stand. 2. "Silent" radio. 3. Yawn-inducing plaque. 4. Sleep-by-mental-suggestion phonograph record. 5. Amplifier to transmit baby's cries from nursery. 6. Sherry and milk nightcap. 7. Crumbless crackers. 8. Vibrator to relax tense muscles. 9. Antisnore chin strap. 10. Eye shade. 11. Head warmer. 12. Clock with light alarm. 13. Safety-in-bed cigaret holder. 14. Electric blanket control. 15. Phonograph. 16. Remote control for radio. 17. Lulling tone producer and fragrance dispenser. 18. Tissue holder. 19. Electric blanket. 20. Strap to hold electric blanket in place. 21. Mattress-pulsating machine. 22. Vaporizer. 23. Wool bedsocks. 24. Electric foot warmers. 25. Ear stoppers. 26. Musical typewriter for prebed relaxation. 27. Muscle pulsator. 28. Metronomic luller showing rhythmic light. 29 and 30. Slumber bath powders. 31. Thermometer to test temperature for prebed sedative bath. If none of these has the desired effect, the shop offers lots of books on sleep and related subjects, some of which can be seen above, to keep insomniacs from suffering boredom in bed.

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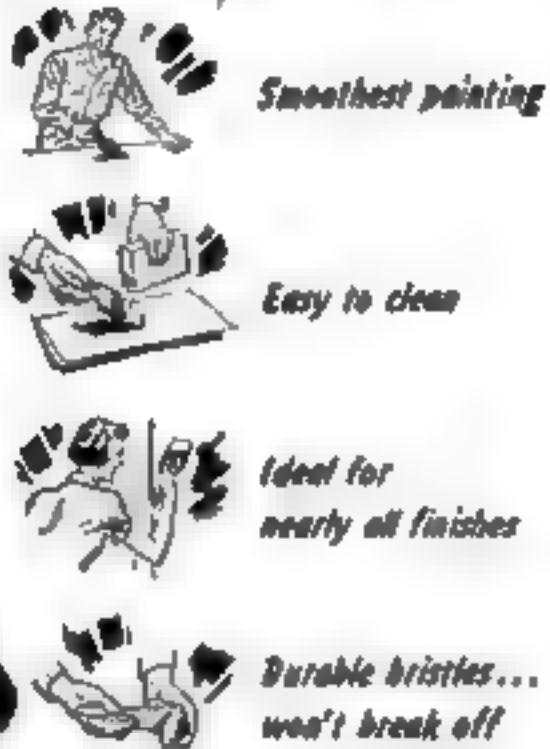
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## SLEEP CONTINUED

or may not help relaxation. If a snack, a bath and 15 minutes of music combine in the would-be sleeper's mind into a satisfying pre-sleep ritual, then they are useful. Women, on the average, get more sleep than men, partly because they carry around relatively fewer problems and partly also, sleep investigators believe, because of their custom of creaming their faces, brushing their hair and spending a good deal of time in similar prebed ritualistic activities. The ritual itself comes to be associated with sleep and establishes a conditioned reflex which helps bring sleep.

The same associative value applies to the bed itself and speaks against making reading in bed a part of the ritual, especially the reading of mystery novels. Beds should be thought of principally as places to sleep, and not as crime laboratories. Confirmed bed-readers should move toward breaking themselves of the habit by switching to Henry James.

Similarly, if one is gregarious and must have company during the evenings, it is a good idea to acquire some tiresome friends. Almost nothing is so soporific as a bore, especially if he talks a great deal in a monotonous voice. Such people should not be shunned by insomniacs but cultivated.

To such measures should be added this rule: establish and keep to a regular time for going to bed and getting up. It can as well be late to bed and late to rise as the other way around, but whatever it is, it should be consistent. The reason lies in the workings of a physiological phenomenon called "the diurnal cycle," a term Dr. Kleitman applies to the pattern of sleep habits shown by any subject, human or animal, over a 24-hour period. Animals whose senses of smell and touch are highly developed are usually "polycyclic": that is, they have more than one regular sleep period every 24 hours. Dancing mice, for instance, have nine sleep periods, white mice have 16 and gray mice have 19. Creatures in which sight is most important usually have only one period, coinciding more or less with the absence of daylight. Canary birds and humans have this in common. Most of the higher but subhuman animals have one



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long period at night, often supplemented by several shorter, irregularly timed ones during the day. Thus horses—at any rate, German horses, 600 of which were studied by the German psychologist, P. Steinhart—get a long sleep between 1 a.m. and 5 a.m., plus an average of nine shorter intervals at times convenient to them and their owners. (The horse study also settles an old argument as to whether horses do most of their sleeping standing up or lying down: Dr. Steinhart's horses lay down to sleep an average of only four times out of nine, and rarely stayed down for more than an hour at a time.) Dogs and young goats have the same irregular polycyclic characteristic, with one long sleep and many "cat naps." So, logically, do cats.

Man begins life as a polycyclic organism, waking in his crib when he is hungry or uncomfortable, then relapsing into sleep. Gradually he becomes monocyclic—not because of any innate necessity to do so, but because his eyes become more useful and he learns to depend on them, and because his parents—who learned it from *their* parents—have formed the habit of turning the lights out at night, leaving him with nothing more interesting to do than sleep. Thus quite early he tends to become monocyclic, until by the age of 5 or 6 he resists even a short afternoon nap. And since he lives in a 24-hour world, he learns to fit his sleeping and waking into a 24-hour schedule.

Again, however, there is nothing in his nature that demands this. There is no magic in the number 24. If the earth turned on its axis in 16 or 36 hours, the human sleep schedule would adjust itself accordingly. Such a possibility was demonstrated by Dr. Kleitman in 1938, when he and an assistant took up residence for a month in a remote chamber of Mammoth Cave. There, with no natural light at all and no stimuli or distractions save from the waiter who brought them their food and some rats that smelled the food and joined them, forcing them to stand their cots in buckets of water to avoid attack while sleeping, they tried living on a 28-hour schedule, with 19 hours of waking and nine hours in bed. Dr. Kleitman was a failure on the 28-hour cycle: a man of strongly fixed habits, he found himself sleepy and wakeful at the same old hours he kept

CONTINUED ON NEXT PAGE



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28-HOUR-DAY EXPERIMENT was made by Dr. Nathaniel Kleitman (right) and assistant Bruce Richardson in Mammoth Cave. Living for a month out of sight of the sun, they followed a routine of nine hours' sleep and 19 hours' wakefulness at a stretch, proving it possible for humans to adjust to a 28-hour "day."

#### SLEEP CONTINUED

in South Side Chicago. But his assistant, Bruce Richardson, a younger man, soon got the swing of the new cycle and was completely adapted to it within a week.

Since the earth shows no signs of going faster or slower, this discovery might seem academic. But it bears in the most practical way on several problems of sleep. Beneath Dr. Kleitman's stubborn sleep habits there was a peculiarity shared by all advanced forms of animal life: the rise and fall of body temperature over a 24-hour period. In humans the diurnal temperature variation reaches full development in the second year; by adulthood the average swing is about a degree and a half, although swings of twice that amount are not uncommon. Exactly what causes it is not clear; the important thing is that it occurs, that the drop in temperature brings with it a "natural" period for sleeping and that it can be trained to arrive at a certain time by its owner. The training consists in repetition, like working a retriever. Dr. Kleitman, through living a regular life, had trained his cycle so well that he could not re-educate it in a month. His usual bedtime had been 11 p.m., and in the cave his cycle, like a faithful but weak-witted dog, dutifully turned down every 24 hours at about 11 p.m., although at that time it might be the equivalent of high noon on the 28-hour schedule. He would then find himself fighting to stay awake. Mr. Richardson, on the other hand, having a younger and more adaptable cycle, could convert his to the new routine. It soon turned down every 28 hours.

#### How to be happy with a sleep cycle

WHAT this means for the problemsleeper is clear: by going to bed regularly at a certain time he can establish a temperature cycle which automatically will make him sleepy at that time. The hour he chooses can be any hour around the clock or, indeed, regardless of the clock. The only qualification attached to this rule is that establishing a cycle, or discarding an old one for a different one, is often quite difficult. While some people can do it easily, others may take months to make or break a cycle; and obviously these people should avoid any kind of work that calls for erratic hours or for switching shifts. Ectomorphs resist habits of every kind, and even if they force themselves to go to bed at a regular time—as they find it hard to do—they must count on a long period of nightly restlessness before the cycle clicks into place.

But a well-trained cycle, while helping a lot in going to sleep, will not necessarily take the curse off getting up in the morning. Just as all breeds of dogs can be taught to fetch and carry but remain collies, Dalmatians, Afghans or what-have-you, so temperature cycles keep their individuality. By and large, they come in three varieties. There is the kind that climbs steeply as its owner wakes up, causing him to jump out of bed and greet the day with a glad cry. He is a "morning person"; his temperature keeps going up and reaches a peak around noontime, when he is at his most wide-awake. When it begins to fall soon after, he begins to feel less energetic. His temperature continues to fall during the day, reaching the "drowsiness level" fairly early in the evening, at which point the "morning person" is ready for bed. Another kind of cycle belongs to the "evening person," whose temperature rises very slowly and does not reach its peak until late afternoon, when he feels at his best. He

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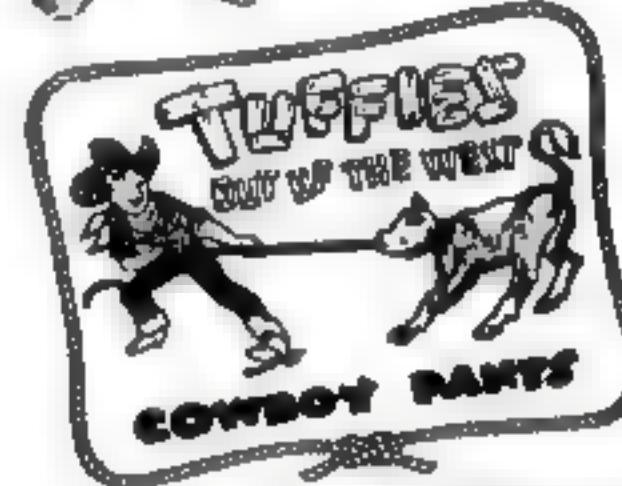
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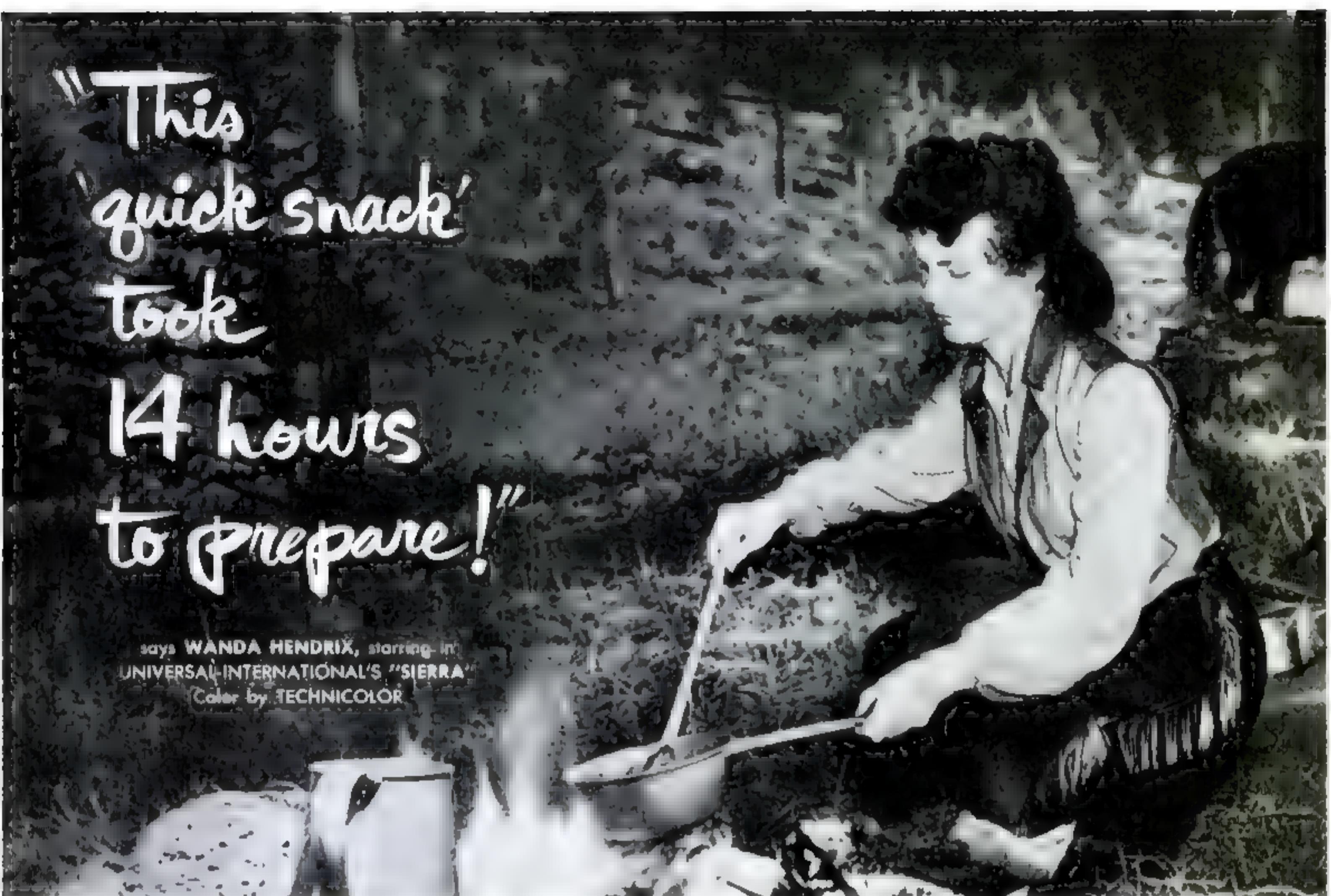
the most beautiful and efficient  
furnace ever built  
Write Us for the Address of Your Nearest  
Mor-Sun Merchant

**MORRISON**  
STEEL PRODUCTS, INC., BUFFALO 7, N.Y.

CONTINUED ON PAGE 128

**This  
quick snack  
took  
14 hours  
to prepare!**

— says WANDA HENDRIX, starring in  
UNIVERSAL-INTERNATIONAL'S "SIERRA"  
(Color by TECHNICOLOR)



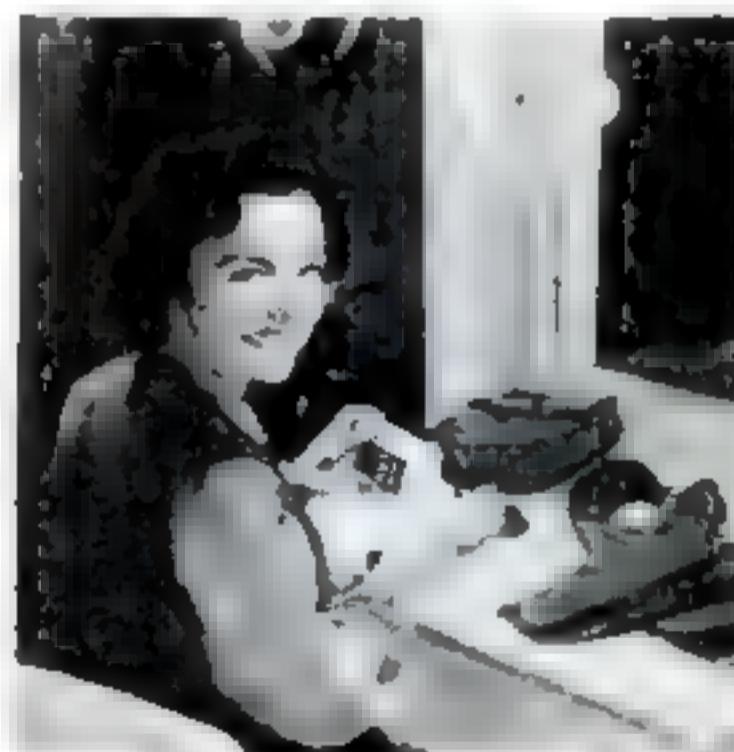
THE "SIERRA" SCRIPT CALLED FOR A QUICK SNACK . . . THE DIRECTOR CALLED FOR RETAKES. AFTER 14 HOURS, MY HANDS FELT SCORCHED!



REINING a brute horse nearly tore out my fingers in another scene . . .



AND CLAWING through mountain laurel was mighty rough on my hands . . .



BUT JERGENS LOTION kept my hands "Screen-Perfect" and soft . . .



SO THAT they were lovely and appealing for romantic close-ups.



BEING A LIQUID, Jergens Lotion is quickly absorbed by thirsty skin.

**CAN YOUR LOTION  
OR HAND CREAM PASS  
THIS "FILM TEST"?**

To soften, a lotion or cream should be absorbed by upper layers of the skin. Jergens Lotion contains quickly-absorbed ingredients that doctors recommend — no heavy oils that merely coat the skin. Proof? Water won't "bead" on hand smoothed with Jergens Lotion (left hand) as with a lotion or cream that leaves a heavy, oily film (right hand).

YOU CAN PROVE it to yourself with the simple test described above . . .



YOU'LL SEE why Jergens Lotion is my beauty secret . . .

# **Jergens Lotion**

**used by more women  
than any other hand care  
in the world  
still 10¢ to \$1 plus tax**

**AND IS USED** by Hollywood stars 7 to 1 over other hand creams!

## SLEEP CONTINUED

dislikes getting up and feels groggy and out-of-sorts in the morning, but he gains momentum during the day. By the time the "morning person" is looking forward to bed the "evening person" may be wound up and going strong.\* Obviously this means war between the two. Dr. Kleitman is fond of the aphorism: "More marriages are broken up by temperature than by temperament." Extreme morning and evening types should team up with their own kind, or failing that, with the third type, who have an early morning rise followed by a long plateau persisting through the day and sometimes well into the evening. Luckily there are many gradations of all three, just as there are an infinite number of variations in morphological types (to which the temperature types probably are closely related), so that with mutual tolerance the future of the race is assured.

A knowledge of one's temperature type, which can be gained by taking mouth readings every few hours during the waking period for not less than a week, brings rewards not only in romance but in business. Dr. Kleitman's tests show that in both mental and physical tasks, performance and resistance to fatigue vary directly with temperature: best when it is high, worst when it is low. Consequently it is a good idea to arrange the most important affairs of the day so that they can be handled during the period of maximum temperature. "Morning people" often believe that they are at their best immediately on getting up, but their enemies, the "evening people," will be pleased to know that they are deluding themselves in this. Not only are they more efficient later on, when their temperature is near its peak, but actually they tend to be less efficient just after getting up than just before going to bed, for their temperature generally is higher at bedtime than it was first thing in the morning. Shower-singers, chest-thumpers and spreaders of morning cheer will deny this, but it is nevertheless true.

### The "hypnotoxin" theory

THE temperature-efficiency quotient also helps evaluate the role of fatigue in sleep. In the past many experimenters have supposed that fatigue created various "waste products" and "poisons" that numb the brain, and that sleep was needed to eliminate them from the body. There were several drawbacks to this "hypnotoxin" theory. One was that no one could ever find any such poisons in the blood stream. Another was the evident truth of the familiar expression, "too tired to sleep"; there comes a stage, before complete exhaustion and involuntary coma, when fatigue is a hindrance rather than a help to slumber. Yet, because of its apparent common sense, the hypnotoxin idea remained attractive until Dr. Kleitman's studies of the temperature cycle. With his discovery that people of all types usually are least efficient after a night's sleep, it was no longer possible to imagine sleep as a cleanser of hypothetical poisons. The role of fatigue consequently remains obscure. Sleep can take place without it. A completely rested person can fall asleep if he relaxes enough. On the other hand, "healthy fatigue" is an aid to relaxation. The moral for the insomniac is that he should add physical exercise to his sleep kit and not worry about reasons why.

In a catalog of things useful in getting sleep, the sleeping pill should be (and here is) put last. The standard barbiturate drugs, marketed under many different trade names, are not harmful in themselves if taken in medically prescribed doses. Dr. Henry Beecher of Massachusetts General Hospital has found that they tend to impair efficiency the day following their use; but for the insomniac or disturbed sleeper this is not much of an objection, since he may lose even more efficiency by losing sleep. Moreover, when one is establishing a sleep-temperature cycle, a course of pill-taking may be useful and even necessary. It should be discontinued before it becomes part of a presleep ritual, however, and it should be avoided then and later, if possible. "Taken regularly in large doses, over a period of months, the pills can be habit-forming, and the addiction can be much more painfully difficult to break and more dangerous than morphine addiction," says Dr. Harris Isbell, director of research at the U.S. Public Health Service Hospital, Lexington, Ky.

At this point the chronic insomniac may wish to pose a hypothetical question. Suppose that he has tried all the suggestions given here—all in vain. What then?

\*The highest officials of the Russian government do most of their work at night, making life difficult for foreign newsmen and diplomats with daytime habits. Possible explanations: Stalin may be an "evening" type or he and the other leaders, having met at night in czarist days to elude the police, may then have established night-rising temperature cycles that still persist.



Lovely . . . gracefully different jewelry in 14 Kt. white gold overlay with brilliant Austrian crystals. Krementz Jewelry has long lasting beauty that will bring delight thru the years

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You may not be able to control your man, but you can control your hair with Sta-Rite bobby pins and hair pins. Long or short, there's a Sta-Rite for every need... general use or hair-setting. Sta-Rite don't get tired; they snap back into tight position after using... all ready for your next hair-do.

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New, colorful table fav. Lustre plastic  
3 1/2 in. high. Send only 20¢ and two  
empty PLANTERS PEANUTS bags  
per set. Your choice red, blue,  
ivory or green. Order today.  
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by  
**MOJUD**

And, for beauty above  
your hemline, there's  
**LINGERIE** by Mojud, too.

## YOU and the hidden inch

Want in on a well-known secret? There's a big, big difference in stockings and Mojud wearers know it! Mojud stockings fit—feel—look—wear better because:



(1) they come in five proportioned leg sizes for short, tall, or average women.  
(2) every Mojud stocking has the hidden inch... extra give and resilience right in the knit.

YOU'LL know the difference the moment you wear them. At good stores everywhere. Mojud Hosiery Co., Inc., 385 Fifth Avenue, New York 16.

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... in the brilliant, sophisticated air of  
Yardley, "Bond Street" Perfume. Use it for your  
delight, and for the pleasure of those  
about you. Make it your own, an accessory to  
your loveliness, when you're preparing  
to greet your husband in the evening, or when  
you're out for a social whirl. And for  
lifting your spirits the day long, use "Bond Street"  
Toilet Water and Dusting Powder freely—  
they're lighter versions of the same artful fragrance.

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Creators of Lotus, Fragrance and  
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CANADIAN WHISKY A BLEND...OF RARE SELECTED WHISKIES • THIS WHISKY IS SIX YEARS OLD  
86.8 PROOF. SEAGRAM DISTILLERS CORPORATION, N. Y.

## SLEEP CONTINUED

He shouldn't lose any sleep over it. For it is certain that if he keeps at it he will learn the trick, and it is equally true that it will do him no serious harm if he takes a long time to do it or, indeed, if he never does it. Chronic "undersleeping" is widely supposed to lead to mental and/or physical breakdown, but almost certainly it can do neither. The only room for doubt lies in the fact that sleep experimenters never yet have found anyone who could stay awake for long periods without keeping on the move physically, and consequently all their measurements of the effects of sleep loss are intertwined with the effects of muscular fatigue. Even so, experiments show that marathon sleeplessness, even when forced by continued activity, seems to have no pronounced effect on the fundamental physiological processes of the body. Heart rate, blood pressure, basal metabolism, appetite and composition of the blood and urine remain normal, as do the reflexes and senses with the exception of sensitivity to pain, which becomes much more acute (moral: dentists should be faced only after a good night's rest). For tasks requiring physical or mental coordination during a short period of time, lack of sleep leaves performance as good as ever, and sometimes even better.

This does not, however, constitute an endorsement of insomnia. In tasks calling for sustained effort, loss of sleep causes performance to fall off drastically. After prolonged sleeplessness human beings exhibit rising bad temper and even, in later stages, hallucinations. Happily, ordinary insomnia does not carry its victims so far. Rest can take place without sleep, and so long as one lies down and gets at least a measure of relaxation in mind and body, he can keep going almost indefinitely. He may not feel well; probably, in fact, he will feel awful; but that will be the worst of it.

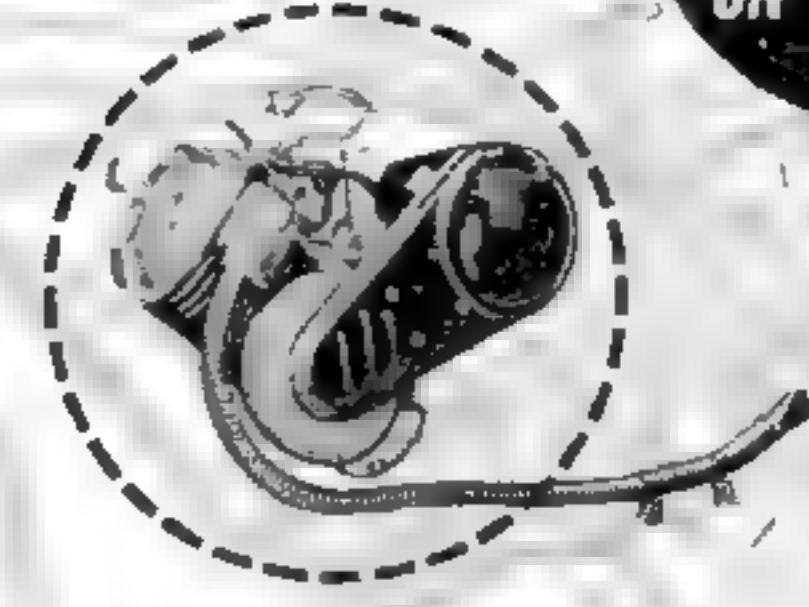
It is "feeling" that is the final measure of sleep. There is no absolute answer to the question: "How much sleep should people get?" It is entirely an individual matter, depending on the morphology, the conditioning, the age, the health and the activities of the sleeper. Laboratory tests made by Dr. Kleitman show that sleep needs tend to decline each year from birth to senility. But a 50-year-old mathematician probably will need more sleep than a 25-year-old ditchdigger, for physical workers usually can get along on about two hours less a night than people who work with their brains. The criterion is "euphoria," a "sense of well-being." If Jones has it on three hours' sleep, he needs no more; if Smith doesn't have it on eight hours', the chances are that he needs nine or even 10.

Plainly, the modern world could use more euphoria. Even a little bit would help. It is a pleasure to report that during the months of spring euphoria is at its annual peak. In the spring people go to sleep more easily than at any other season of the year. They move less during sleep. They dream more—and dreams, since they often are a safety valve for suppressed desires, are an aid to refreshing sleep. Even a single night of easy, quiet, dreamy sleep is enough to re-establish the physical and emotional balance lost from previous sleeplessness; for the common belief that one cannot "pay back" a sleep debt is untrue, and the debt, with interest, can be liquidated in one good, long sleep. As spring takes over during the next few months it will bring many such nights to most people, even to some confirmed insomniacs—and euphoria will be rampant.



**SNORING HUSBAND, FRANTIC WIFE,** or vice versa, is the pattern of many marriages. Physiologist William Sheldon urges in such cases that they "sleep in different parts of the house, or better, in different parts of the city."

PUT THIS NEW  
**WHIZZER MOTOR**  
ON YOUR BIKE



MOTOR  
COMPLETE  
**\$109.97**  
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*3 big horsepower*

5 to 40 Miles an Hour • Up to 100 Miles per Gallon

Motorize your bike with America's famous Whizzer motor and get the thrill of real riding pleasure—no more pedalling! Here's automotive engine performance in an air-cooled, 3 horsepower motor! Precision-built, 138 c.c. Why wait? Fits any adult-sized bike. Ride one, and you'll buy one!



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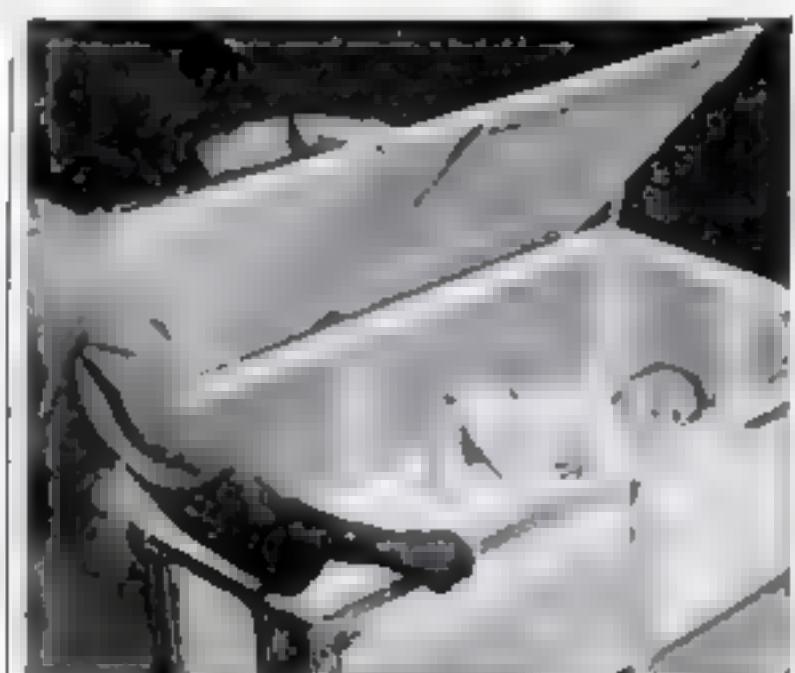


Engine turned design, all metal gleaming gold toned case. Propel action. Uses all standard leads.

At leading stores everywhere.

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**"YOUR BABY IS SAFER IN KIDDIE-KOOP," Say 87 Out of 100 Doctors**

We asked Doctors all over the country about Kiddie-Koop. 87% said that Kiddie-Koop is safer than ordinary cribs—because Baby can't get out . . . can't throw toys out . . . can't get head, arms or legs caught . . . pets and older children can't hurt him.

Rolls from room to room or outdoors. Folds to fit in car. Comes complete with mattress.

See Kiddie-Koop at your department, furniture or baby store.

A world of safety for Baby  
... a world of help to you!

*Trimble* INC.  
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17 WREN STREET  
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ALSO MAKERS OF THE FAMOUS TRIMBLE KIDDIE-BATHS, KIDDIE-TRAINERS AND KIDDIE-YARDS  
Write for FREE booklet "Trimble Helps for Mothers"





**VICTORY CUP**, awarded winner of combined slalom and downhill competition, is drained of champagne by France's Couttet.

## *Life Goes to the Arlberg- Kandahar*

**Skiers of eight nations compete  
in Europe's friendliest contest**

In 1928 a British ski enthusiast named Arnold Lunn joined with Austria's Hannes Schneider to found an annual race called the Arlberg-Kandahar. The A-K was unique in several ways. It introduced the slalom and downhill races and it stressed friendly, individual competition rather than fierce national rivalry. Although the International Ski Federation (F.I.S.) soon recognized both events, the Arlberg-Kandahar remained for the individual competitor one of Europe's most lustrous ski events.

In mid-March, when this year's Arlberg-Kandahar was held at Mürren in the Swiss Alps, 66 men and women, from eight nations but representing no one but themselves, raced over the 40-gate slalom course and steep downhill run. Cofounder Lunn, now 61, was on hand to manage everything. After watching James Couttet of France win the combined championship, Lunn congratulated everyone at a big celebration. The race, as he once remarked, still was "primarily a party of chaps who want to have fun."



**THE MEN'S CHAMPION**, James Couttet of France, drives through slalom gate to win event by 1.8 seconds. He won the downhill race by a margin of only 0.2 second.

**THE WOMEN'S CHAMPION** in downhill race, Mrs. Idyl Walpeth, a Swiss mother, won easily by 6.8 seconds. She finished fourth in slalom and second in the combined.



◀ **ALPINE SETTING** (opposite page) provides skier heading into final section of slalom view of town of Mürren, the Eiger peak (extreme left) and part of Jungfrau (right).

# Got a Minute?



# Have a Hires!

Now that you're all set for the Easter Parade... treat yourself to Hires! You can enjoy Hires most anywhere... at fountains... from automatic dispensers... or by the bottle. When you want refreshment, ask for Hires. It makes a minute mean so much.



Arlberg-Kandahar CONTINUED



**SPEEDING SKIER** enters the steepest section of the famed Kandahar down-hill course. The trail is almost two miles long and drops about a half-mile over many dangerous bumps, through groves of trees and along a sheer 1,000-foot cliff. At this point the skiers frequently reach speeds of nearly 60 miles an hour.



**SATISFIED SPONSOR** Arnold Lunn sits on a Mürren rooftop to watch slalom. A skier since he was 10, Lunn has devoted his life to promoting the sport. He defied Nazi attempts to take over the race in 1939, and recently led fight against Russian effort to dictate to International Ski Federation.

## Does your girdle have a crush on you?

Twins may be the same height and weight—yet need entirely *different* girdles to be comfortably fitted.

So if you want to be arresting without being pinched, slip into the Warner's 3-Way-Sized girdle made to fit just you in *length, hip-size and control*.

From over 300 styles and sizes you can choose the Warner's girdle or bra that fits your purse, too. Girdles begin at \$3.50. Bras at \$1.00.



*Sta-Up-Top Le Gant Pantie Girdle #655. Pink, white, black. \$15.00.  
Bra #2299. ABC cups. Pink, white. \$3.50.*

### 1 Your choice of length

It's only fitting that *your* girdle should be *your* length. A *too-long* girdle keeps you pulling and yanking. A *too-short* does its own pulling at precious stockings. In a Warner's you can pick the length that's designed especially for you. The Sta-Up-Top Le Gant shown here features that famous waist-smoothie that won't roll over.



### 2 PLUS your choice of hip size

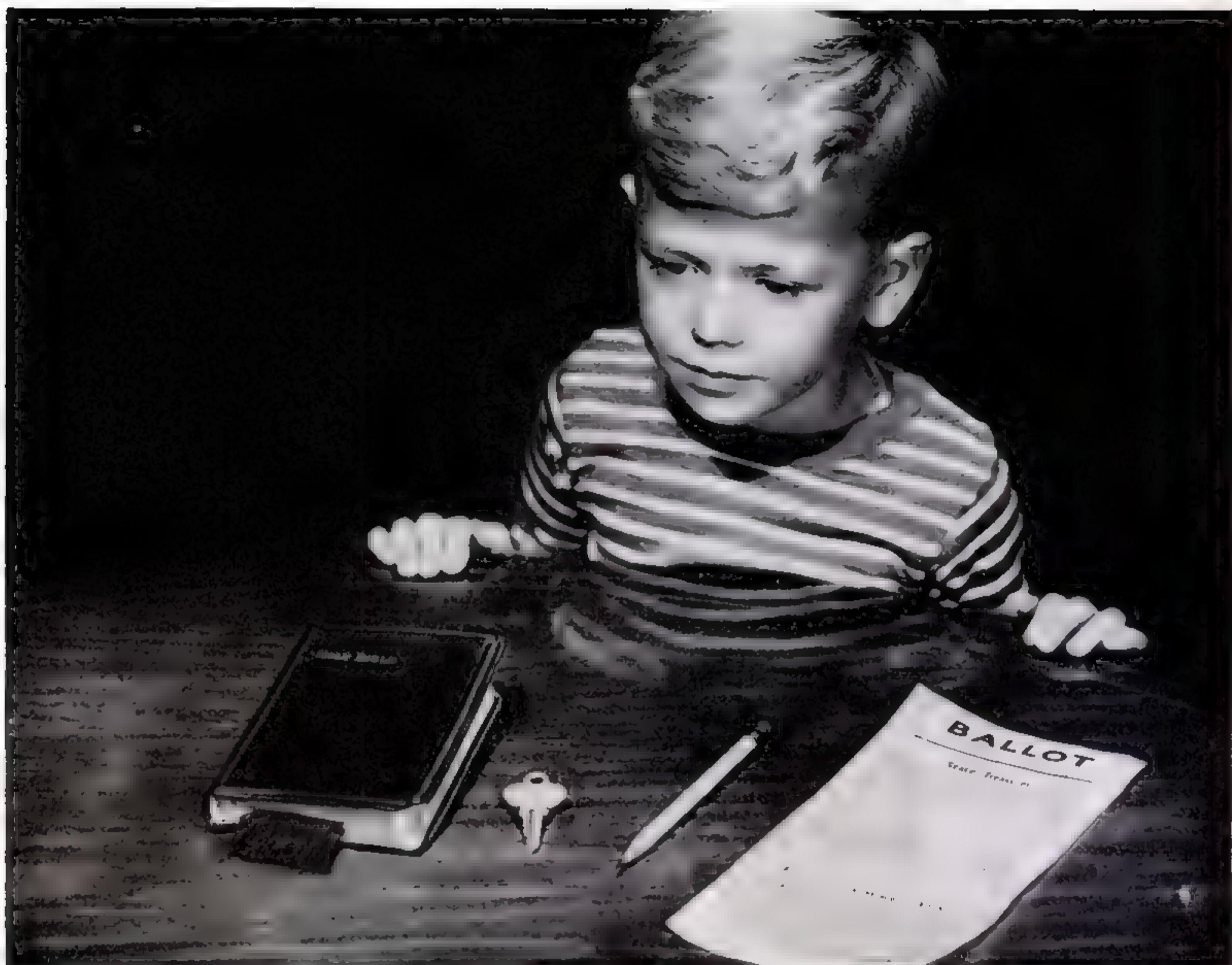
Here's a hip-tip: a *too-wide* girdle washboard-wrinkles at the sides while a *too-small* girdle binds your thighs into unlovely bulges. There's a Warner's that's just right for you because Warner's are hip-sized to fit you perfectly.

### 3 PLUS your choice of control

You'll have a line of least resistance if it's one with the comfiest insistence—Warner's. You'll be comfortably lovely whether you choose the free 'n' easy control of light, mesh elastics or the firmer control of tightly woven elastics. Warner's bras are 3-Way-Sized, too, in *cup, band and uplift*. At finer stores.

**WARNER'S®**  
*3-Way-Sized*  
Foundations and Bras

WORLD FAMOUS FOR LE GANT® • "LUKE" • STA-UP-TOP® • "FREE-LIFT" • WARNERETTE®  
\*Reg. U. S. Pat. Off., The Warner Brothers Company, New York 16, Chicago 6, San Francisco 8



You can get reprints of this advertisement, at no cost, by writing to this magazine.

## Will you leave these to your children?

Men have died to leave you these 4 symbols of freedom:

**A door key**—your right to lock your door against illegal government force and prying.  
(Fourth Amendment, U. S. Constitution)

**A Holy Bible**—symbol of your right to worship as you wish.  
(First Amendment, U. S. Constitution)

**A pencil**—freedom to speak or write what you think, whether you agree with the government or not.  
(First Amendment, U. S. Constitution)

**And a free ballot**—your right to choose the kind of government you want—your protection against government tyranny.  
(Article I, U. S. Constitution)

These symbols have no meaning in countries where government controls everything—for there the individual man or woman has *no* freedoms.

But there are people who are trying to give the U. S. government more and more control over American life. "Let the government start," they say, "by taking over certain industries and services—the doctors, the railroads, the electric light and power companies."

Most of these people—like most Americans—*don't* want a socialistic U. S. A. They have other reasons for government control. But when government, moving step by step,

controls *enough* things, you have a socialist government, whether you want it or not. You'll be controlled, too. Then what freedoms will you be able to pass on to your children?

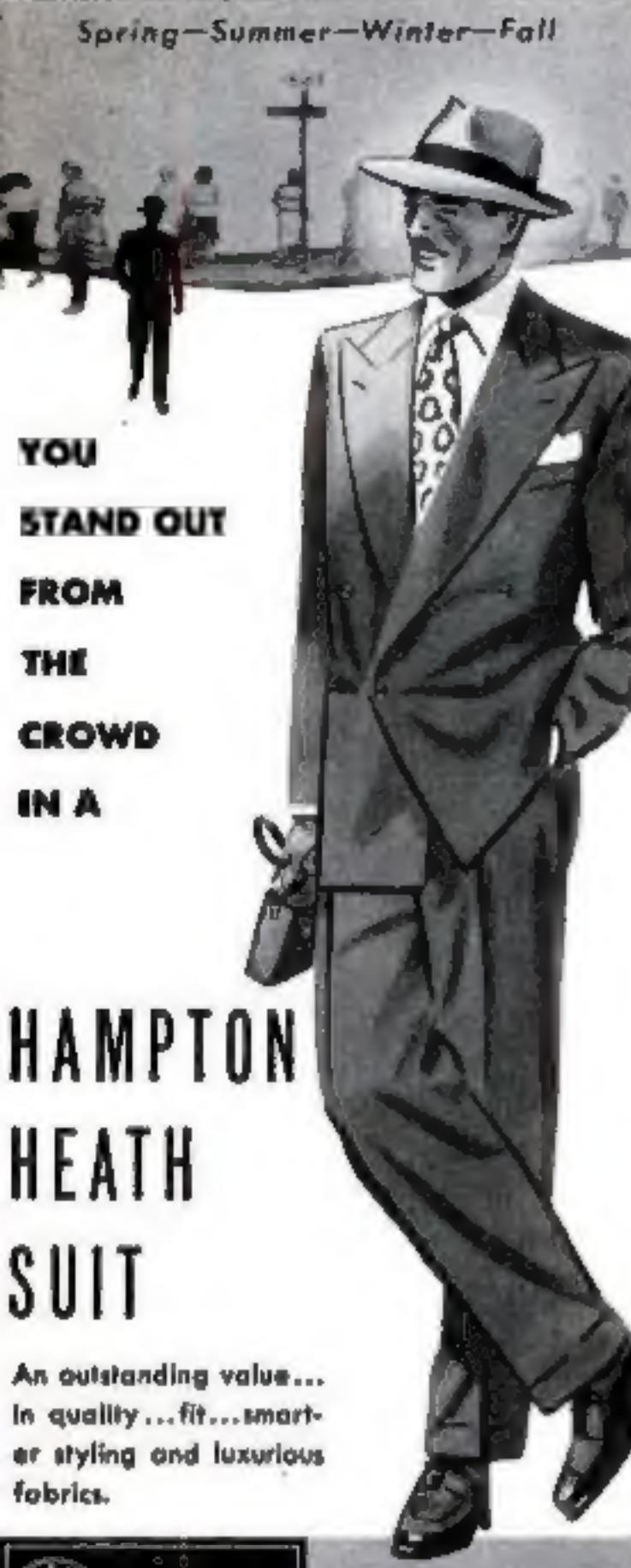
\* \* \*

We, the **business-managed** electric companies which publish this advertisement, are battling this move toward a **socialistic government**. We want to remind everyone how seriously it threatens **every business**—and **everybody's freedom**.

America's business-managed, tax-paying  
**ELECTRIC LIGHT AND POWER COMPANIES\***

\*Names on request from this magazine

\* "MEET CORLISS ARCHER" for delightful comedy. CBS—Sundays—9 P. M., Eastern Time.



An outstanding value...  
in quality... fit... smart-  
er styling and luxurious  
fabrics.

HAMPTON  
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suits—slacks—tapercoats

KEEP SEEING LIFE  
WHILE YOU SEE THE WORLD

LIFE's International Edition is on sale  
at newsstands and through concierges  
everywhere.

Oh! my aching  
feet!

and for that stiff, tired  
arm, hip and leg

Next time tired  
out muscles shout  
with pain—rub on  
Absorbine Jr. and  
soak how fast the  
misery seems to  
float away! Besides  
promptly cooling and  
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places, Absorbine Jr.  
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that causes  
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Get Absorbine Jr.  
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are sold... \$1.25  
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W. F. Young, Inc.  
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Absorbine Jr.

Clock the  
fast relief of



AT SPRINGFIELD, ILL., IN 1948 DAN WINS 83RD OF 84 CHAMPIONSHIPS

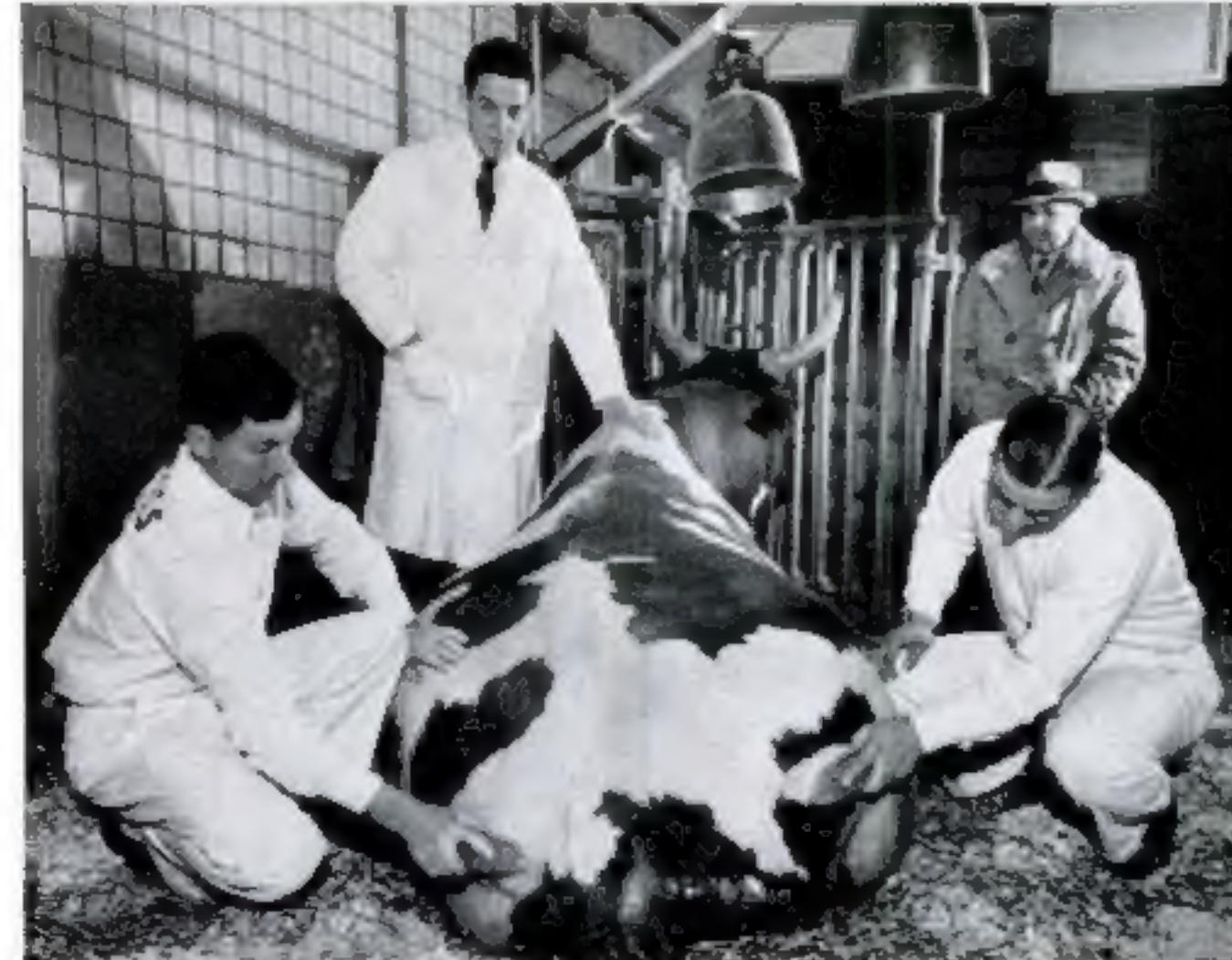
## SWANKY DAN DIES

Noblest Ayrshire of them all set prize record

On the morning of March 14, in his yellow-tiled stall near Cary, Ill., Netherhall Swanky Dan gasped and died of a cerebral hemorrhage. A Scottish-born Ayrshire, Swanky Dan was the *ne plus ultra* of show bulls. In his long life of 14½ years (equivalent to 100 years for a man) he won 84 grand prizes in 85 attempts, an all-time Ayrshire record. He also sired 250 children, the last only three weeks before his death. In Dan's dying hours, as shown below and on the next page, his owners, the Curtiss Candy Co., made sure the grand old trouper got the care he deserved.



TRYING TO GET UP, Dan finds he cannot move hind legs. He lived a week after first stroke. This picture and one below were made night before death.



LAST RUBDOWN is administered to paralyzed legs, whose blood circulation was cut off by Dan's 2,100 pounds. He was also treated with infrared lamps.

CONTINUED ON NEXT PAGE

Vitalis

"LIVE-ACTION" care...



FEEL the difference in your scalp! What a wonderful wake-up glow—when you use Vitalis "Live-Action" care. That's Vitalis and the "60-Second Workout!" 50 seconds' massage with active Vitalis (1) stimulates scalp (2) prevents dryness (3) routs flaky dandruff (4) helps check excessive falling hair. Then 10 seconds to comb and you're all set!

...gives you  
**HANDSOMER HAIR**



SEE the difference in your hair! How much neater, handsomer your hair is—set to stay that way all day! Natural-looking—never "slicked down." Vitalis contains no greasy liquid petrolatum—just pure, natural vegetable oil. For a scalp that feels its best and hair that looks its best, get "Live-Action" Vitalis at any drug counter or at your barber shop.

• Many skin specialists prescribe two of Vitalis' basic ingredients for dry, flaky scalp. The Vitalis workout stimulates scalp, prevents dryness.



A PRODUCT OF  
BRISTOL-MEYERS

**\*VITALIS** and the  
**"60-Second Workout"**

Swanky Dan Dies CONTINUED



**LAST HEART SOUNDING** is made by veterinarian, while another tests Dan's spine reflexes. Both attended Dan regularly throughout his last week.



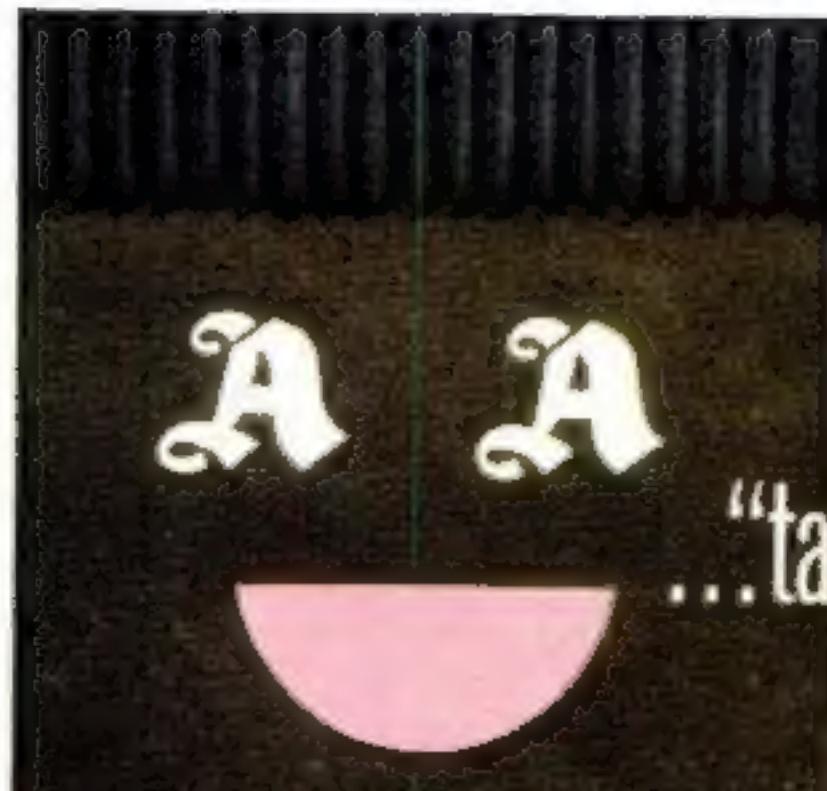
**DEAD IN HIS STALL**, Dan is shrouded by blankets won at fairs, where he always hammed up his act with a great bellow just before entering show ring.



## Nunn-Bush invites you to wear Cooler, Smarter Summer Shoes!

Light, airy shoes are as important to summer comfort as a tropical weight suit. Nunn-Bush experience with Ankle-Fashioning has enabled Nunn-Bush shoemakers to produce *ventilated* shoes that are not only a delight to the eye but a positive pleasure to wear. Nunn-Bush extra operations are designed to give you luxurious heel-hugging comfort and a smartness so enduring that you will want Nunn-Bush shoes always!

See Your Local Nunn-Bush Merchant  
NUNN-BUSH SHOE COMPANY • Manufacturers • MILWAUKEE 1, WISCONSIN



Now America's largest-selling  
full **5** year old  
straight Kentucky bourbon

**Ancient Age**

The whiskey with **Age** in its flavor!

Every drop *straight*. Every drop *Kentucky*. Every drop *bourbon*. Every drop patiently aged for **5** full years. Every drop evenly matured...and uniform...from sip to sip...from bottle to bottle. Ask for "double A"...get *double value*.

Straight bourbon whiskey. 86 proof. Ancient Age Distilling Co., Frankfort, Ky.

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Host of the highways  
Refresh at the familiar red cooler on the road to anywhere  
5¢

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